

With winter
coming you may
feel this need
*The need for building
up your general
resistance!*



The *worst* months of winter are still ahead! Newer facts show that discomforts which are prevalent now, reach a peak in January and February! That's when there is *least* chance to escape them.

The reserve forces you stored up during the summer are likely to be exhausted by now. You may have been getting too little exercise, rest, and sunshine—lowering your general *resistance* day by day.

The sensible thing is to organize yourself in *advance*. Do all you can, while you're still well, to build good general resistance! Why not start now with *Adex*?

Adex supplies you with Vitamin A, the factor which contributes *more than any other single vitamin* to good general resistance.

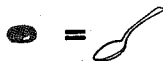
Adex also furnishes Vitamin D, obtained from sunshine in summer, but often needed from another source at this season. The vitamins in Adex come from known natural sources, such as good cod liver oil and halibut liver oil.

Don't put off starting with Adex. Take it regularly *every day*. Have a bottle on the breakfast table as a daily reminder.

You can get Adex in easy-to-take tablets or capsules at any reliable drug store. Prepared exclusively by E. R. Squibb & Sons, manufacturing chemists since 1858.

ADEX

The modern way for adults to take Vitamins A and D—



One tablet equals a spoonful of good cod liver oil

The Literary Digest

FOR OCTOBER 31, 1936

Volume 122 • Number 18 • Whole No. 2428
Copyright 1936 • Funk & Wagnalls Company
Published at 354 Fourth Ave. • New York

Contents

MAIL	2
TOPICS OF THE DAY	5
FOREIGN COMMENT	11
RADIO	17
SCIENCE AND MEDICINE	18
DRAMA	22
LETTERS AND ART	27
TOPICS IN BRIEF	32
PARADE	33
EDUCATION	34
RELIGION	36
SPORTS	40
OFF-SIDE	42
PRESS	43
FINANCE AND INDUSTRY	44
THE SPICE OF LIFE	48

Information for Subscribers

TERMS: United States and Canada, \$4.00 a year, in advance; \$2.00 six months; 10 cents a copy. Foreign countries, \$5.00 a year.

Semiannual Indexes will be sent free to subscribers who apply for them.

Instructions for renewal, discontinuance or change of address should be sent two weeks before the date they are to go into effect. Both old and new addresses must always be given.

THE LITERARY DIGEST is published weekly by Funk & Wagnalls Company, WILFRED J. FUNK, President; ROBERT J. CUDDEHY, Vice-President and Treasurer; WILLIAM NEISEL, Secretary, 354-360 Fourth Avenue, New York, N. Y., London Office, 27a Farringdon Street. Printed in the U. S. A. Entered as second-class matter, March 24, 1890, at the Post-Office at New York, N. Y., under the act of March 3, 1879. Entered as second-class matter at the Post-Office Department, Ottawa, Canada.

THE LITERARY DIGEST title is registered in U. S. Patent Office, and in Foreign Countries. PUBLIC OPINION, New York, and CURRENT OPINION, New York, combined with THE LITERARY DIGEST. (Title registered in U. S. Patent Office.)

Mail

The Goat

Sir:—Why did you head that item about the Italian hardware swallower (October 3 issue) "Goat-Man"? Goats do not eat tin cans, and if one is seen licking a can, it is for the sweetish paste under the label. Perhaps it will chew the paper, but I have never heard of a goat swallowing keys, spoons, knives or any of the other articles listed.

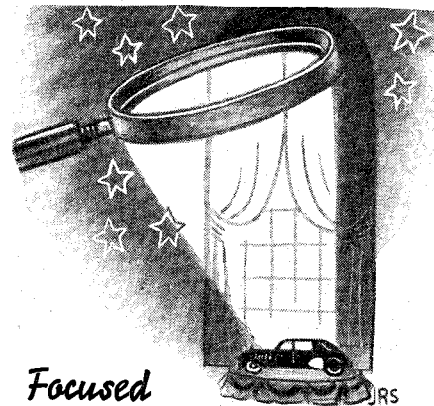
It would have been more truthful if you had said "Ostrich-Man." For that bird swallows almost everything it can get. . . . I am enclosing a leaflet our association sends out to counteract the false and prejudiced notions many people have about goats. Of course it would be asking too much to request that you print it. But by so doing, you would do a great favor to a much maligned friend of man.

EDWIN STANLEY THOMPSON,
Delaware Valley Milk Goat Assn.

The Editor regrets that he has not the space to reprint "Useful Hints Regarding the Care and Feeding of Milk Goats." But he does not regret that "Goat-Man" was used as a caption rather than "Ostrich-Man." The number of ostrich defenders in this country—and elsewhere—is staggering.

Gassed Salad Bowl

Sir:—In the twenty-five years I have subscribed to THE LITERARY DIGEST I have never had occasion to question its impartiality. But in your article "Poison Gas in America's Salad



*Focused
on the New*

AUTOMOBILES

Since over 86% of the readers of The Literary Digest own one or more cars, a special effort has been made to bring to Digest readers an advance story of the New York Automobile Show.

For weeks a Digest feature writer has been visiting the great factories where the new cars are being prepared for their debut at the Automobile Show.

The result of this visit is a brilliant feature story on the new cars, with pictures of every major new car on the market.

The November 14 issue of The Literary Digest brings to you the first report of the 1937 models of motordom.

In the same issue will, of course, be the usual interesting reporting of the current news. Will war in Spain have ceased? What of King Edward? Will the Orient be seething? Nobody knows. But whatever happens, it will be reported and analyzed in that exciting manner which has made The Literary Digest the most popular of America's news weeklies.

10c

ON SALE AT ALL NEWS-STANDS

The Literary Digest

Bowl," October 10 issue, I feel you have presented a one-sided picture. . . .
Ventura, California. ROBERT W. BATES.

Sir:— . . . no poison gas was thrown at any time. No tear gas was thrown by any other than a duly responsible officer of the law. . . .
San Francisco. S. N. LOUGHNER.

Sir:—Roger Babson predicts Fascism in the United States by 1940. But we will fight to prevent it. . . . No matter whether or not they call themselves Communists, their actions are subversive. . . .
San José, California. JAMES E. GOODWIN.

Sir:—Congratulation to the writer of the story on poison gas in America's Salad Bowl. I had thought of letting my subscription lapse. But if I can get that kind of honest stuff, I'll string along with you. GOODWIN WATSON.
Warwick, New York.

Sir:—After reading the article over twice, the writer wants to cancel his subscription, now.
Salinas, California. H. McLAUGHLIN.

Sir:—I was afraid your reporting of the situation might be as flat and evasive as that of most newspapers and magazines—until I read your honest summary of the facts as we know them. . . . That one article renews our subscription for another year—the twentieth. (MRS.) WARREN L. SMITH.
Miranda, California.

Piggly Wiggly

Sir:—I have been intending to write you with reference to statement made in the "Finance and Industry" section of your issue for September 19. In this particular issue you state: "When Piggly Wiggly cracked up. . . ."
I believe it is only fair to the thousands of Piggly Wiggly stores operating to-day in the United States to inform you that Piggly Wiggly did not crack up when Clarence Saunders became involved in financial difficulties. When Saunders lost control of Piggly Wiggly in 1923, there were more than 600 Piggly Wiggly stores in operation. The subsequent management increased the number of these stores to 1,200 by 1926 and in 1929 there were over 2,600 stores carrying the Piggly Wiggly name, more than four times the number of stores ever existing under the Saunders régime.
Piggly Wiggly is to-day a live and aggressive merchandising organization and numbers among its members many dozens of independent merchants who have accumulated more than modest fortunes through their Piggly Wiggly affiliation long after Saunders became divorced from the system.
Cincinnati. R. G. CLARK,
Vice-President and General Manager.

THE LITERARY DIGEST apologizes to any one who assumed that the Piggly Wigglys were "ploughed under" in 1923.—Editor.

Religious Definitions

Sir:—In your issue of October 10, L. D. from California writes: "But why advertise atheism as you do in the issue of September 12?"

If you had written an article on Hinduism, no objection would have been made. And I, for my part, hope to see more articles in THE LITERARY DIGEST on all religious subjects—atheism included. Certainly, your atheist readers do not object to the news items on Christianity.
Hubbards, Nova Scotia. A. W. S.

Sir:—In the careful editing of THE LITERARY DIGEST, I am surprised that the Editor allows atheism to be classified with religion. It would be well if those who wield the pen would consult the dictionary when passing upon these terms. . . .

Considering that half the people of the United States are church members, more Christian news would be appropriate.
Pierson, Florida. (THE REV.) A. NORROOM.

Funk & Wagnalls New Standard Dictionary of the English Language defines atheism as (1) "The denial of or disbelief in God, as a First Cause, or Ground of the Universe."

Under its second definition, it quotes R. Flint: "What is called practical atheism is not a kind of thought but a mode of life."

Under that definition, atheism belongs under the classification of religion.—Editor.

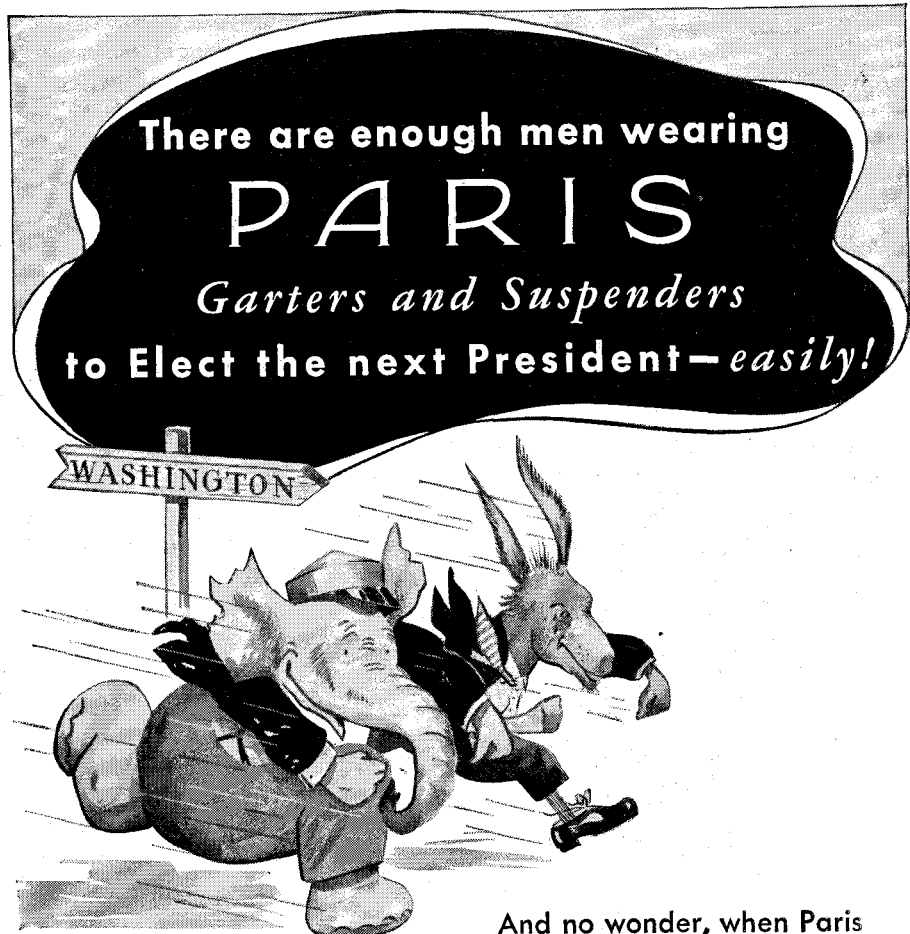
The Cover

Sir:—It is always my hope that those in my creative art classes will some day emit the divine spark that conceived the cover designs on the recent LITERARY DIGESTS.

Teacher of Art, Stamford Junior High School, Sacramento, California. NAOMI CANON.

Sir:—I am sorry you are defacing the cover of your splendid magazine with that unsightly trash. I hope you will soon return to your former cover. WILSON D. YOUNG.
Mount Vernon, New York.

Sir:—The cover design on your issue of September 26 is so unusual that I feel you
(Continued on page 47)



And no wonder, when Paris
Garters and Suspenders are priced no higher than imitations.
So, if you can get the best . . . at the price of the next best
. . . we leave it to you: What's best?

A. STEIN & COMPANY • CHICAGO • NEW YORK • TORONTO

Redecorate or Refurnish Your Home Without the Aid of a Professional Decorator!

If you follow the advice given by *Emily Post*, author of "Etiquette" you can achieve perfect harmony at small cost. Every step is explained simply and clearly in her authoritative book—

THE PERSONALITY OF A HOUSE (The Blue Book of Home Design and Decoration)

Delightfully original, it tells how to make every type of American home express, in its architecture, colors, and setting, all that is most attractive in the personality of its occupants. Recommended by noted architects and periodicals. The *New York Herald Tribune* refers to *The Personality of a House* as "one of the best books on planning and decorating a home which has appeared in a decade." And *John Russell Pope*, noted architect, says "it is indeed fine and most useful . . . a very distinguished performance."

Profusely Illustrated with 171 text illustrations, 63 full-page half-tone reproductions, and a color chart. Cloth, \$4.00; Full Leather, \$7.50. Postage, 18 cents.

At All Bookstores or from

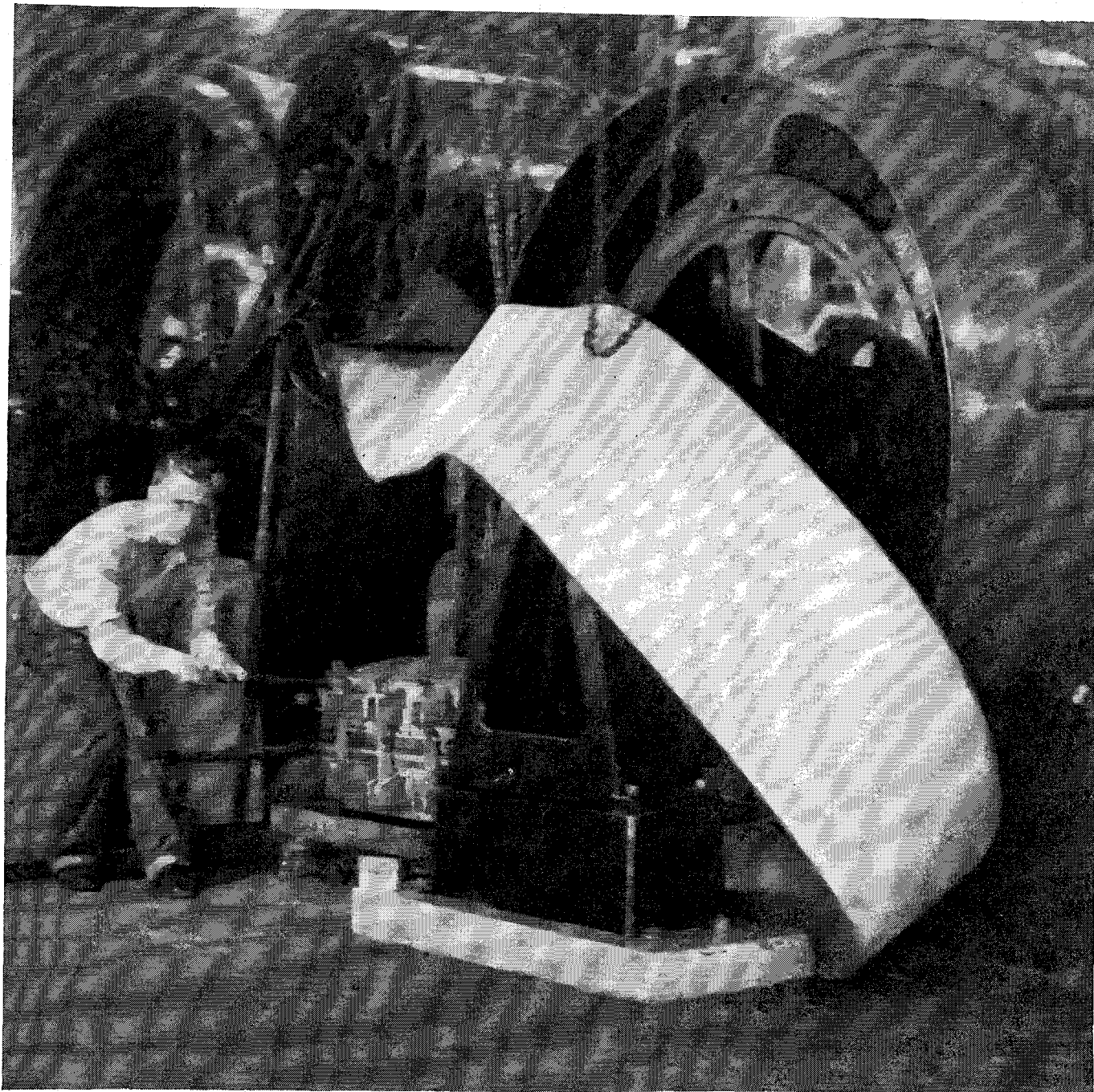
FUNK & WAGNALLS COMPANY, Publishers, 354 Fourth Ave., New York



LAVORIS

A Refined Habit

Keep the mouth and throat clean and sweet



HE MAKES THE BELT SWALLOW ITS TAIL

A typical example of Goodrich improvement in rubber

FOR 40 years manufacturers tried to find a better way to make rubber belts endless.

Splices, vulcanized like tire repairs, would hold for a short time, then begin to open up at the seams. Plan after plan was tried, each plan designed to make splices *stronger and stronger*. Joints were made which seemed stronger than any other part of the belt! Still they failed.

One day Goodrich belt men decided that strength alone wasn't the answer. The outside belt plies must stand quick stretching and relaxing millions of

times. Belts travel so fast that air resistance is important. These men decided they must protect those outer seams at any cost. So they reversed the usual engineering procedure, designed a splice in which a small section of an inner ply is removed, the outside ply carried under the surface at the seam, and covered with elastic breaker fabric.

Belts with this new splice lasted sometimes twice as long, sometimes ten times as long as the old belts. Users constantly tell us of serious belt-ing problems which have been completely solved.

Goodrich is always busy with development work on rubber products. Much of it applies to new products, new uses—but no product is too “staple” or too *standardized* to get its share of this work. Goodrich improvements in rubber extend to conveyor belts, rubber-lined pipe, steam hose, suction hose—hundreds of other things classed generally as mechanical rubber goods. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich
ALL *products* *problems* IN RUBBER

The Literary Digest

NEW YORK

OCTOBER 31, 1936

Topics of the day

LANDON, 1,293,669; ROOSEVELT, 972,897

Final Returns in The Digest's Poll of Ten Million Voters

Well, the great battle of the ballots in the Poll of ten million voters, scattered throughout the forty-eight States of the Union, is now finished, and in the table below we record the figures received up to the hour of going to press.

These figures are exactly as received from more than one in every five voters polled in our country—they are neither weighted, adjusted nor interpreted.

Never before in an experience covering more than a quarter of a century in taking polls have we received so many different varieties of criticism—praise from many; condemnation from many others—and yet it has been just of the same type that has come to us every time a Poll has been taken in all these years.

A telegram from a newspaper in California asks: "Is it true that Mr. Hearst has purchased THE LITERARY DIGEST?" A telephone message only the day before these lines were written: "Has the Repub-

lican National Committee purchased THE LITERARY DIGEST?" And all types and varieties, including: "Have the Jews purchased THE LITERARY DIGEST?" "Is the Pope of Rome a stockholder of THE LITERARY DIGEST?" And so it goes—all equally absurd and amusing. We could add more to this list, and yet all of these questions in recent days are but repetitions of what we have been experiencing all down the years from the very first Poll.

Problem—Now, are the figures in this Poll correct? In answer to this question we will simply refer to a telegram we sent to a young man in Massachusetts the other day in answer to his challenge to us to wager \$100,000 on the accuracy of our Poll. We wired him as follows:

"For nearly a quarter century, we have been taking Polls of the voters in the forty-eight States, and especially in Presidential years, and we have always merely mailed the ballots, counted and recorded those

returned and let the people of the Nation draw their conclusions as to our accuracy. So far, we have been right in every Poll. Will we be right in the current Poll? That, as Mrs. Roosevelt said concerning the President's reelection, is in the 'lap of the gods.'

"We never make any claims before election but we respectfully refer you to the opinion of one of the most quoted citizens to-day, the Hon. James A. Farley, Chairman of the Democratic National Committee. This is what Mr. Farley said October 14, 1932:

"Any sane person can not escape the implication of such a gigantic sampling of popular opinion as is embraced in THE LITERARY DIGEST straw vote. I consider this conclusive evidence as to the desire of the people of this country for a change in the National Government. THE LITERARY DIGEST poll is an achievement of no little magnitude. It is a Poll fairly and correctly conducted."

In studying the table of the voters from

The statistics and the material in this article are the property of Funk & Wagnalls Company and have been copyrighted by it; neither the whole nor any part thereof may be reprinted or published without the special permission of the copyright owner.

Final Report "Literary Digest" 1936 Presidential Poll

	Electoral Vote	Landon 1936 Total Vote For State	How the Same Voters Voted in the 1932 Election						Roosevelt 1936 Total Vote For State	How the Same Voters Voted in the 1932 Election						Lemke 1936 Total Vote For State	How the Same Voters Voted in the 1932 Election					
			Rep.	Dem.	Soc.	Others	Did Not Vote	Vote Not Indi- cated		Rep.	Dem.	Soc.	Others	Did Not Vote	Vote Not Indi- cated		Rep.	Dem.	Soc.	Others	Did Not Vote	Vote Not Indi- cated
Ala.	11	3,060	1,218	1,298	3	3	412	126	10,082	371	8,530	50	1	736	394	68	5	49	4		4	6
Ariz.	3	2,337	1,431	647	18		129	112	1,975	248	1,555	33		70	69	104	22	52	8		10	12
Ark.	9	2,724	1,338	953	7	9	274	143	7,608	228	6,655	16	8	373	328	138	14	98	4	3	9	10
Calif.	22	89,516	65,360	16,200	315	53	3,519	4,069	77,245	15,165	53,520	1,816	63	3,578	3,103	4,977	1,620	2,560	117	25	163	492
Colo.	6	15,949	11,872	2,714	131	12	637	583	10,025	1,747	7,256	284	13	439	286	579	136	333	29	2	26	53
Conn.	8	28,809	22,939	3,376	111	7	1,230	1,146	13,413	2,584	9,113	408	6	788	514	1,489	245	1,006	53	3	70	112
Del.	3	2,918	2,343	328	9		134	104	2,048	503	1,345	34		96	70	35	6	19	3		2	5
Fla.	7	6,087	3,121	2,051	13	5	594	303	8,620	635	6,924	41		614	406	195	37	116	6	2	12	22
Ga.	12	3,948	1,239	1,817	5	11	708	168	12,915	379	10,377	42	9	1,569	539	35	3	23	1		6	2
Idaho.	4	3,653	2,672	698	9	8	103	163	2,611	398	1,989	30	8	89	97	224	69	109	8	11	9	18
Ill.	29	123,297	85,112	25,885	573	69	6,506	5,152	79,035	14,793	54,612	1,542	57	4,790	3,241	6,415	1,172	4,219	169	17	304	534
Ind.	14	42,805	31,913	7,644	134	49	1,290	1,775	26,663	4,513	20,247	302	22	719	860	2,166	476	1,352	64	11	73	190
Iowa.	11	31,871	22,823	6,164	135	26	1,272	1,451	18,614	3,190	13,611	258	14	829	712	2,829	560	1,831	86	11	88	253
Kans.	9	35,408	25,315	6,489	147	15	1,466	1,976	20,254	4,182	14,121	257	11	846	837	902	226	482	52	1	43	98
Ky.	11	13,365	8,957	2,939	35	14	793	627	16,592	1,586	13,594	95	6	703	608	732	69	554	24		31	54
La.	10	3,686	1,366	1,742	9	3	384	182	7,902	445	6,401	39		697	320	841	35	667	23	2	55	59
Maine.	5	11,742	8,619	1,567	25	35	713	783	5,337	635	3,820	41	1	289	551	418	64	277	3	2	42	30
Md.	8	17,463	9,754	4,685	110	2	1,479	1,433	18,341	1,891	13,540	328	5	1,366	1,211	614	56	422	22	1	34	79
Mass.	17	87,449	70,567	10,105	330	31	3,213	3,203	25,965	5,141	17,499	744	16	1,635	930	5,415	1,002	3,670	133	3	236	371
Mich.	19	51,478	38,526	8,665	287	22	2,113	1,865	25,686	5,114	17,402	748	26	1,472	924	3,376	680	2,145	128	4	130	289
Minn.	11	30,762	22,386	5,958	109	3	972	1,334	20,733	3,699	14,855	51	22	861	785	5,426	804	3,893	115	14	157	443
Miss.	9	848	269	394	1		137	47	6,080	88	5,396	8	1	298	289	43	5	32	1		2	3
Mo.	15	50,022	33,551	11,149	244	45	2,975	2,058	38,267	4,463	30,608	455	15	1,485	1,241	2,368	322	1,680	73	4	122	167
Mont.	4	4,490	3,336	828	23		139	164	3,562	660	2,517	94	1	151	139	212	57	108	12	1	6	28
Nebr.	7	18,280	12,436	4,241	100	7	685	811	11,770	1,677	9,045	177	2	418	451	862	157	594	31	2	18	60
Nev.	3	1,003	658	272			36	37	955	163	716	2		42	32	36	9	22			4	1
N. H.	4	9,207	7,504	1,072	21		253	357	2,737	479	1,984	51		114	108	372	84	238	8		18	24
N. J.	16	58,677	45,361	8,625	251	17	2,383	2,040	27,631	5,495	18,642	1,032	14	1,548	900	2,444	442	1,635	89	1	104	175
N. M.	3	1,625	1,003	444	7	1	80	90	1,662	212	1,290	24		70	66	54	13	33	1	2	3	3
N. Y.	47	162,260	114,574	33,052	805	45	7,125	6,659	139,277	18,241	99,938	4,101	141	10,604	6,252	14,656	2,106	10,414	303	20	670	1,143
N. C.	13	6,113	3,532	1,656	33	5	580	307	16,324	820	13,778	119	6	946	655	35	5	20	3		4	3
N. Dak.	4	4,250	2,787	1,157	15	1	108	182	3,666	694	2,679	30	2	97	164	1,111	192	743	32	5	29	110
Ohio.	26	77,896	58,232	13,391	420	66	2,747	3,040	50,778	9,465	35,864	1,315	38	2,454	1,642	8,156	1,580	5,389	249	14	375	549
Okla.	11	14,442	8,393	4,260	29	3	1,050	707	15,075	1,289	12,389	53	2	687	655	217	36	143	10		9	19
Ore.	5	11,747	8,593	2,014	72	6	521	541	10,951	1,966	7,666	298	7	567	447	655	196	313	46	7	30	63
Pa.	36	119,086	86,433	20,097	543	115	6,461	5,437	81,114	14,502	56,082	1,340	55	5,733	3,402	7,507	1,121	5,089	187	11	467	632
R. I.	4	10,401	8,165	1,269	32	5	511	419	3,489	600	2,470	90		208	121	794	148	545	12	3	31	55
S. C.	8	1,247	216	658	2		300	71	7,105	101	5,943	6	6	701	348	20	2	11	1		2	4
S. Dak.	4	8,483	5,712	2,096	42	14	248	371	4,507	859	3,314	46	5	125	158	770	122	539	20	10	20	59
Tenn.	11	9,883	5,785	2,354	29	31	1,178	506	19,829	1,419	15,510	128	33	1,938	801	100	14	63	2		12	9
Texas.	23	15,341	6,302	6,774	43	3	1,559	660	37,501	1,860	31,262	149	5	2,668	1,557	558	58	417	13	1	28	41
Utah.	4	4,067	2,906	851	21	1	155	133	5,318	954	3,935	69	8	189	163	119	30	65	8		5	11
Vt.	3	7,241	5,829	822	20	2	239	329	2,458	498	1,756	37		84	83	174	48	90	2		18	16
Va.	11	10,223	5,696	2,848	57	18	1,194	410	16,783	1,121	13,346	141	14	1,517	644	74	17	37	4		8	8
Wash.	8	21,370	14,841	4,800	67	30	806	826	15,300	2,281	11,423	278	53	709	556	683	170	374	28	27	31	53
W. Va.	8	13,660	10,060	2,589	30	15	424	542	10,235	1,278	8,229	52	11	305	360	199	51	119	4	1	11	13
Wis.	12	33,796	22,587	8,495	157	12	1,142	1,403	20,781	3,144	15,578	582	4	799	674	3,642	412	2,717	118		110	285
Wyo.	3	2,526	1,830	510	15	1	83	87	1,533	242	1,144	27	1	63	56	78	22	46	1		4	4
State Unknown		7,158	4,763	1,416	35	5	263	676	6,545	924	4,724	97	9	231	560	693	125	406	23	1	35	103
Total	531	1,293,669	920,225	250,059	5,629	825	61,323	55,608	972,897	142,942	714,194	18,420	722	57,310	39,309	83,610	14,845	55,757	2,333	223	3,679	6,773

all of the States printed below, please remember that we make no claims at this time for their absolute accuracy. On a similar occasion we felt it important to say:

"In a wild year like this, however, many sagacious observers will refuse to bank upon appearances, however convincing. As for THE DIGEST, it draws no conclusions from the results of its vast distribution of twenty million ballots. True to its historic non-partizan policy—or 'omni-partizan,' as some editor described it in 1928—we supply our readers with the facts to the best of our ability, and leave them to draw their own conclusions.

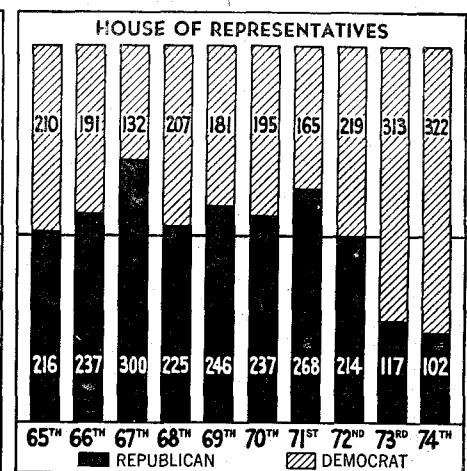
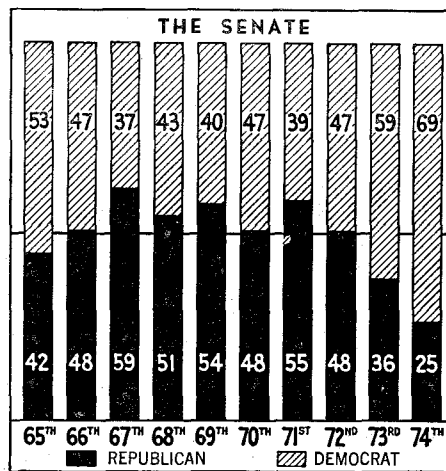
"We make no claim to infallibility. We did not coin the phrase 'uncanny accuracy' which has been so freely applied to our Polls. We know only too well the limitations of every straw vote, however enormous the sample gathered, however scientific the method. It would be a miracle if every State of the forty-eight behaved on Election day exactly as forecast by the Poll."

We say now about Rhode Island and Massachusetts that our figures indicate in our own judgment too large a percentage for Mr. Landon and too small a percentage for Mr. Roosevelt, and altho in 1932 the figures in these two States indicated Mr. Hoover's carrying both, we announced:

"A study of the returns convinces us that in those States our ballots have somehow failed to come back in adequate quantity from large bodies of Democratic voters."

Our own opinion was that they would be found in the Roosevelt column, and they were. We will not do the same this year; we feel that both States will be found in the Landon column, and we are reaching this conclusion by the same process that lead to the reverse conclusion in 1932.

Pennsylvania is another State which requires special mention. Four years ago, our figures gave the State to Mr. Roosevelt, and Mr. Hoover carried it on Election



How the Parties lined up in the last ten Congresses

day. In comparing our ballot this year with that of 1932, we find that in many cities in Pennsylvania our figures showed a much higher trend toward Mr. Roosevelt than was justified by the election figures on Election day in 1932. In examining the very same cities now we discover the reverse trend, and in cities that in 1932 indicated an approximately 60-40 per cent. relationship between Roosevelt and Hoover, we now find 60 per cent. for Landon and 40 per cent. for Roosevelt.

That's the plain language of it. Many people wonder at these great changes in a State like Pennsylvania, and we confess to wonderment ourselves.

On the Pacific Coast, we find California, Oregon and Washington all vote for Mr. Landon in our Poll, and yet we are told

that the Pacific Coast is "afire" for Mr. Roosevelt.

A State like California is always a difficult State to get an accurate opinion from by the polling method, and we may be far astray, yet every one should remember that in the Gubernatorial campaign a few years ago, we took a Poll of California when it was believed by most of California citizens that Mr. Upton Sinclair would be elected Governor, and the result of our Poll showed that Mr. Sinclair would *not* be elected Governor and the Poll was correct.

The State of Washington seems to be more favorable to Mr. Landon than either Oregon or California. We can not in our Poll detect anything that would indicate a reason for this difference.

Seattle—Right here we wish to say that in 1932 our Poll in Seattle gave Mr. Roosevelt 65.43 per cent. of the vote, and he carried that city by 61.58 per cent. of the vote. In the current Poll, 1936, Seattle gives Mr. Landon 58.52 per cent. and Mr. Roosevelt 40.46 per cent. Our readers will notice we overestimated Mr. Roosevelt in 1932—are we overestimating Mr. Landon now? We see no reason for supposing so. And the three Pacific Coast States which now show for Mr. Landon and which millions believe will vote for Mr. Roosevelt (they may be right) in 1924, 1928 and 1932 were correctly forecast in THE LITERARY DIGEST Polls.

In the great Empire State, New York, the figures for so large a State are what might be called very close. After looking at the figures for New York in the column at the left, remember that in 1932 we gave Mr. Roosevelt 46.1 per cent. and Mr. Hoover 43.9 per cent., even closer than it is to-day. And yet we correctly forecast that Mr. Roosevelt would carry the State.

And so we might go on with many States that are very close, and some not so close, but in which local conditions have much to do with results, not in polls such as our Poll, but on Election day.

The Poll represents the most extensive straw ballot in the field—the most experienced in view of its twenty-five years of perfecting—the most unbiased in view of its prestige—a Poll that has always previously been correct.

Even its critics admit its value as an index of popular sentiment. As one of these critics, *The Nation*, observes:

"Because it indicates both the 1932 and 1936 vote, it offers the raw material for as careful a prognostication as it is possible to make at this time."

MINOR CANDIDATES							Grand Total Votes By States	States
States	Thomas 1936 Votes	Browder 1936 Votes	Colvin 1936 Votes	Aiken 1936 Votes	Others 1936 Votes	Totals		
Alabama	33	3	27			63	13,273	Alabama
Arizona	22	24	14			60	4,476	Arizona
Arkansas	37	5	21	2	5	70	10,540	Arkansas
California	728	967	398	44	60	2,197	173,935	California
Colorado	122	49	41	10	11	233	26,786	Colorado
Connecticut	258	101	39	31	11	440	44,151	Connecticut
Delaware	16	2	8		1	27	5,028	Delaware
Florida	58	22	31	6	2	119	15,021	Florida
Georgia	45	12	27		17	101	16,999	Georgia
Idaho	34	3	17	1	3	58	6,546	Idaho
Illinois	807	891	199	52	38	1,987	210,734	Illinois
Indiana	215	69	158	13	12	467	72,101	Indiana
Iowa	177	47	107	13	5	349	53,663	Iowa
Kansas	156	38	107	4	3	308	56,872	Kansas
Kentucky	77	23	61	4	7	172	30,861	Kentucky
Louisiana	85	28	37		6	156	12,585	Louisiana
Maine	53	11	8	2	5	79	17,576	Maine
Maryland	132	80	30	11	5	258	36,676	Maryland
Massachusetts	544	310	72	42	32	1,000	119,829	Massachusetts
Michigan	527	151	118	20	4	820	81,360	Michigan
Minnesota	375	163	185	29	12	764	57,685	Minnesota
Mississippi	18	6	16		1	41	7,012	Mississippi
Missouri	468	97	103	16	13	697	91,354	Missouri
Montana	58	10	18		2	88	8,352	Montana
Nebraska	79	34	42	1	4	160	31,072	Nebraska
Nevada	9	5	3	1	1	19	2,013	Nevada
New Hampshire	56	17	13			86	12,402	New Hampshire
New Jersey	601	367	87	23	24	1,102	89,854	New Jersey
New Mexico	12	3	7			22	3,363	New Mexico
New York	2,404	4,372	364	138	164	7,442	323,635	New York
North Carolina	56	11	48	2	4	121	22,593	North Carolina
North Dakota	41	13	32		1	87	9,114	North Dakota
Ohio	590	325	247	65	24	1,251	138,081	Ohio
Oklahoma	134	24	65	11	3	237	29,971	Oklahoma
Oregon	164	48	74	13	12	311	23,664	Oregon
Pennsylvania	1,051	608	367	63	32	2,121	209,828	Pennsylvania
Rhode Island	68	43	15	7	1	134	14,818	Rhode Island
South Carolina	12	13	22		7	54	8,426	South Carolina
South Dakota	43	26	24	2	3	98	13,858	South Dakota
Tennessee	81	19	64	2		166	29,978	Tennessee
Texas	187	49	87	9	14	346	53,746	Texas
Utah	43	14	12		5	74	9,578	Utah
Vermont	41	6	13	1	2	63	9,936	Vermont
Virginia	88	33	60	3	4	188	27,268	Virginia
Washington	190	136	91	23	14	454	37,807	Washington
West Virginia	63	7	41	1	4	116	24,210	West Virginia
Wisconsin	686	160	97	10	6	959	59,178	Wisconsin
Wyoming	11	2	2			15	4,152	Wyoming
State Unknown	67	38	52	8	2	167	14,563	State Unknown
Total	11,822	9,485	3,771	683	586	26,347	2,376,523	Total

WITCHCRAFT STILL EARNING MILLIONS

Superstition That Sent Victims to Stake and Gallows Lives On

"In the Old Celtic calendar, October 31 is known as Witches' Night, and superstitious folk still hold that spirits walk abroad—" Funk & Wagnalls New Standard Dictionary of the English Language.

Hallowe'en, as any twelve-year-old can tell you, is the night you dress up like a hobgoblin or a witch. It's a lot of fun!

Not fun but sometimes deadly serious business is modern day witchcraft for thousands of persons in the United States. Not only on Hallowe'en but on any night in the year, a Negro voodoo specialist in St. Louis quotes these prices: "black cat bone, \$10; luck for policy, dice or cards, \$5; luck for keeping a rooming-house full, \$10 to \$15; eggs to 'move your enemies,' \$5 each." It is estimated that Negroes in Louisiana, Mississippi and Southern Alabama alone spend more than \$1,000,000 a year for charms, love-potions and philters.

Nor is belief in the supernatural limited to Negroes in the South. In New Jersey last month, five white-faced housewives in court accused an elderly neighbor, Mrs. Theresa Czinkota, of being a witch. The testimony:

Accuser No. 1: "Her head would shrink to the size of my fist. Her body would become large, and horns would appear on her head. She would walk on all fours like an animal."

Accuser No. 2: "When the church-bells began to ring, and I started reading my prayer-book, I would not be able to keep my place. I knew the devil was abroad, trying to interfere with my prayers."

Accuser No. 3: "I saw streams of fire coming from the witch's head."

Mrs. Czinkota said her "witch's brew" was made of grass and water; it served as a healing-lotion for her husband's rheumatism. The judge put the three accusers, along with two others they had summoned to corroborate their stories, on probation; he ordered them to let Mrs. Czinkota alone.

By no means an isolated example, the New Jersey case illustrates witchcraft in 1936. Universally believed in for centuries—in 1646-'47, Great Britain executed 200 in witch-hunts—witchcraft thrives in America to-day as an industry that annually brings in millions of dollars.

New York City, one of the cultural Capitals of the world, is not immune. Two cases reached the courts in the past few days:

1. A woman who professed to effect cures by the power of the evil eye, the sacred snake or "influence-water" pleaded guilty in Special Sessions to the charge of practising medicine without a license.

2. A young woman charged in court that her landlord had tried to bewitch her mother: "He prays with witch-prayers against my mother. At times, they (the witches) make my mother's heart beat fast. But sometimes their prayers go back on them. I pray at them, and they begin to choke."

Three days after the latter case was heard, news dispatches from Harrisburg, Pennsylvania, announced that while "instruction in the sciences, even in the lower grades, is the most effective weapon against superstition," the "hex" still holds a grip that will take at least a few years to erase.

The bible of Pennsylvania "hex-doctors," the "Pow Wows, or the Long Lost Friend," was written by John George Hohman and first published in 1820. It still sells to-day, and whoever carries the book is considered safe from all enemies, visible or invisible; he can not burn, drown, or be unjustly sentenced. Included in the volume are remedies for many ills to which the flesh is heir:

"To destroy warts: Roast chicken feet and rub warts with them; then bury them under the eaves."

"To stop bleeding: Count backwards from fifty inclusive until you come down to three. As soon as you arrive at three you will be done bleeding."

Murder—For the privilege of owning such a book, John Blymyer and two aids, eighteen and fourteen years old, committed the "hex murder" in York County, Pennsylvania, in 1928.

The victim, Nelson D. Reymeyer, fifty-nine-year-old "hex-doctor," was beaten to death with a chair, his body burned to break the "spell" he had cast.

All three murderers swore that Reymeyer had bewitched their families and that, to break his spell, they had been trying to get a lock of his hair to bury eight feet underground.

Altho the life sentences of these three concluded the last of twenty murders committed during the long history of "hexing" in Pennsylvania, the actual toll of life continues much larger because of "hex-healing." The deaths of five small children in York County were attributed to such treatment; a three-months-old child, who had been treated by a "hex-doctor," apparently died of malnutrition; a woman who burned to death had rubbed herself with a "hex-doctor" prescription which caught on fire.

Wide Field—Hardly a day passes but papers carry items revealing that belief in some form of witchcraft still flourishes in this country. Tho Americans no longer publicly execute witches, the last execution

having been that of Grace Sherwood of Virginia in 1706, the records of which have been lost, they annually pay more than \$125,000,000 to fake fortune-tellers, astrologers, phrenologists, crystal-gazers and readers of tea-leaves and palms, according to an estimate by John Mulholland, professional magician.

Last year, a Brooklyn woman accused another of defrauding her of \$325 paid to regain the affections of her sweetheart. The "witch" had given her concoctions of hair, powdered blood and the bones of a murderer to bury in a vacant lot in the dead of night.

To deny a belief in witchcraft—the black art practised by those who sell themselves to the devil—for centuries has been equivalent to the admission that one is an atheist. Did not Moses say: "Thou shalt not suffer a witch to live?"

Salem—Perhaps it was on the strength of that Biblical allusion that Cotton Mather, clergyman and writer of Salem, identified himself with the hysteria that swept the Colonial town of Salem. Tho his defenders point out that he warned the trial judges that some of the victims were unfairly sentenced, apparently he did condone public opinion based on what began as the pranks of a group of girls.

At social gatherings in their homes, these girls, nine to twenty years old, became interested in fortune-telling and magic. It was in the home of the Rev. Samuel Parris that the trouble started. Skylarking, which began with hiding under tables and making noises like cats and dogs, grew into hysteria. Uttering incoherent sounds, the girls began throwing themselves about, writhing as if in agony. A doctor said they were bewitched.

Even in church the girls continued their "seizures"; church officials decided that the evil one possessed them.

First to go on trial was Bridget Bishop. As she was being led into the court-room, she looked at the meeting-house.

Immediately, the demon entered it, Cotton Mather reported, and tore part of it down, transporting a firmly nailed board from one part of the meeting-house to another.

Formally charged with bewitching and killing an old woman—who apparently had committed suicide while insane—Bridget Bishop faced other accusations: Samuel Shattuck said she had bewitched his son so that he lost all control of himself; a boy had seen her creep through a crevice about the size of his hand; she had bewitched a hog.

Gallows Hill—Convicted despite her protestations of innocence, Bridget Bishop died, as did nineteen out of the twenty convicted of witchcraft, on Gallows Hill (most witches were hanged, not burned).

Twentieth victim was Giles Corey, who refused to enter a plea. If he said he was "not guilty," he would be hanged; if he pleaded "guilty" to save his life, he would be telling a lie.

In an attempt to force him to talk, the prosecution crushed him to death under weights.

The frenzy passed; the public experienced a feeling of revulsion; judges, jurors and prosecution repented and recanted. Yet none of them denied their belief in witchcraft, and to-day in America a Brooklyn woman "poses as a witch with influence over the devil"; a Kentuckian claims the cure for backache is to have "the youngest



Pictures, Inc.

Mrs. Czinkota: her neighbors called her a witch

of seven children walk up and down your back."

While the Pennsylvania "hex-doctor" advises protecting a barn from lightning "by driving a wooden peg into one of the walls with three blows of a hammer," the Harlem (New York) "voodoo-doctor" deals in "fix-the-boss" and "easy-life" powders, and amulets for banishing evil spirits.

For \$2, one may obtain a bottle of "black cat's ankle dust," to prevent all misery, whether physical, spiritual or financial.

HARD WORK WINS: The Adage Proves True Even in Muddy World of Turtles

"Store Closed; Gone to Terrapin Derby."

With flags flying, the village of Lepanto, Arkansas (pop. 1,195), took a half-holiday last week. Lining the dusty, unpaved Main Street were 3,000 festively garbed, cheering rooters for the 277 puffing turtles which stumbled, grunted, slept and ambled in a 200-yard marked-off square in front of Sam Stuckey's general merchandise store.

It was the sixth annual Terrapin Derby. Visitors came from Tennessee and Missouri. One entrant had a backer, Cardinal Glenn Neville of Denver's Liberal Church. Excitement ran so high the telephone exchange closed between 2 and 4 P.M.

Nearing Election day, it was considered quite a shock when storekeeper Mike Dindursky's candidate, Roosevelt—a lethargic tortoise if there ever was one—weakened before going ten yards, stopped while leading, indifferently went to sleep.

Provoking—Dumped into an enclosure, the racers were supposed to leap into action at the sound of lawyer John S. Mosby's gun. Instead, a number of the yellow-bellied turtles, white numerals on their shells, headed for the nearest gutter before realizing a race was in progress. Others drew in their necks indignantly, altho a few had noses out far, sniffing for native haunts along Little River.

Some were mud-turtles, others loggerheads. All had names and backers. Celebrities finished far in the rear of Hard Work—the winner. The side-line betters were heartily disappointed when Ginger Rogers, Alf Landon, Bilbo, Al Smith, Stepin Fetchit, Hindenburg and Brisbane failed to place.

Proceeds from the day's celebrations went toward the new High School Gymnasium. Contestants were allowed to return to river-beds for another year. Some were taken for subsequent terrapin stew, altho racing turtles have unusually tough meat, according to Lepanto's *gourmets*.

The race is similar to annual turtle derbies at Miami, Florida; Paducah, Kentucky; Ponca City, Oklahoma. Other freak derbies include the Jumping Frog Jubilee at Angels Camp, California, rattlesnake sprints at San Diego, California; flea marathons in various places, and the baby-pig chase at Venice, California.

Leading restaurateurs and chefs around the country may shed a tear at the thought of terrapins indulging in anything so hectic as racing. Terrapins, indeed! Once the pride of every famous kitchen—now reduced to scampering for a living.

Virginia, North Carolina and Delaware



Pictures, Inc.

They're off! Start of Lepanto's (Ark.) annual Main Street Terrapin Derby

once prided themselves on their terrapin. Tureens of steaming soup and plates of stew flaunted the glories of this king of tortoises. Now the name is becoming almost a rarity on menus. In New York, terrapin soup costs from 60 cents to \$3.50 a portion.

RIOT-SPICED SALADS: A California Sheriff Calms Lettuce Fields With Gas Threats

Behind barricaded doors, the strike-breakers apprehensively sorted, cut, packed and iced lettuce-heads. Then they rolled a million potential salads out to the refrigerated freight-cars behind the shed and watched them speed eastward to the big markets. The handful of pickets in front of the plant, meanwhile, continued their marching, booing and catcalling.

Occasionally there were flare-ups (a hat punctured by a bullet from the dark, an eye blackened in street brawling); but, on the whole, strike-torn Salinas, California, was quieter last week than it had been at any time since September 4, when 3,500 lettuce-packers walked out of the sheds because the Growers-Shippers' Association would not submit to their demand for "preferential union hiring."

In mid-September, demonstrations by the strikers had reached such proportions that Sheriff Carl H. Abbott had proclaimed a state of emergency, summoned all able-bodied citizens to help maintain order, and resorted to tear and emetic gas to disperse sullen crowds.

Stigma and Retort—The label of "Fascism," slapped on Salinas by at least one California newspaper, carried across the country, moving the Salinas Chamber of Commerce to retort:

"It must be understood that during the days of September 15, 16 and 17 in this

community existed a civil condition which terrorized the citizenry. . . . A minority, through physical intimidation, had forced a 1936 American city into a state of siege. If immediate action to quell defiance of law and order and to support rights of American citizens under the Constitution is 'Fascist psychology,' then such was present here. . . .

"This entire community is despairingly attempting to end the strike, remove a sinister force which may break rampant again at any time, and effect a peaceful settlement of this dispute which has caused a great loss to our city."

Growers and shippers, weary of a quarrel that cost \$75,000 a day, but determined to resist anything smacking of a closed shop, had finally appointed representatives to confer with a committee of packers and Department of Labor conciliators.

Sheriff Prepares—Thus, with a grower-packer agreement near, Salinas townfolk had but one qualm last week—that the resentful pickets would assemble with guns and clubs and march upon the town for another "bloody Wednesday"—like that of September 16. To forestall such a disaster, Sheriff Abbott had in his office a good supply of tear and emetic gas-bombs—the same weapons that had seen him through the grueling month of September.

Chloroacetophenone, the most common of some 2,000 substances which come under the heading of tear gas (to chemists: lachrymal gas), made its first public appearance when used against rioting prisoners at the Western State Penitentiary of Pennsylvania in 1921. To-day it is an important feature of the equipment of 5,000 police departments throughout the country. It is the first line of protection in 1,000 banks and cashiers' offices.

Armored cars can enclose themselves in a gray shroud of chloroacetophenone. Patrolmen can squirt it from billies. Riot-squads can launch it 150 yards from specially constructed guns. Elaborate tear-gas systems

built into the walls of the Federal Penitentiary on Alcatraz Island and of New York's Auburn Prison make mass-rioting in these and a score of other institutions a thing of the past.

Effects of Gas—Tear gas owes its widespread use to the fact that, tho it does not cause permanent injury, it is painful enough to incapacitate an armed man. Available only to persons holding police permits, a tear-gas bomb is about the size and shape of a can of beer. Inside the can is chloroacetophenone in crystalline form. It can be volatilized only through the application of heat. When the user pulls a cotter-pin from the top of the can, a hammer falls and sets off a cartridge. This ignites a tiny ball of gunpowder, the heat from which brings the crystals to life. The tear gas thus formed bursts through small openings around the can.

The grenade must be thrown as soon as the cotter-pin is out. It does not explode, but it spreads the gas fog over a wide area. In the open air, the gas disappears rapidly, but inside a closed room it lingers for several hours.

A person who has been tear-gassed does not soon forget it. The chloroacetophenone irritates the mucous membrane of the eyelids and causes a blinding flood of tears. The pain lasts for about twenty minutes. Tho numerous tests have shown that the gas will not harm a normally healthy person, some chemists believe that it is likely to aggravate a weak heart condition, tuberculosis or asthma.

Artificial "Cold"—Whether emetic gas can make the same claim to innocuousness is still being debated. Generally, it is not harmful. As a solid, it is a fine, bright green powder which, upon the application of heat, changes to a light blue gas fog. It attacks the respiratory system somewhat like the common cold: first there is a warning tickle in the nose, sneezing follows, then the eyes water and the throat becomes

sore. The climax is an attack of nausea and vomiting. The effect usually wears off in two or three hours.

Highly approved by police because they have quelled rioters, forestalled robberies and snared desperadoes with them—all without bloodshed—nauseating and tear gases are none the less on the defensive to-day.

In November, the La Follette Committee will continue its inquiry in an attempt to discover what part this potent weapon has played in America's great industrial wars.

"SON JIMMY": James Roosevelt Takes Responsibility for Statement on NRA

"Son Jimmy ought to have a Maxim silencer for a birthday present," stormed Hugh S. Johnson, pro-Roosevelt publicist, in his syndicated newspaper column last week.

"Jimmy" is James, the President's eldest son, twenty-eight, lanky, six-foot-four Harvard graduate, insurance salesman, junior politician. He sent General Johnson's ears back by daring to "get up . . . and say the President is going to try to change the Constitution to make way for NRA as soon as he is elected," thereby "dumping a barrel of gasoline on all the dying fires of opposition ballyhoo."

Roar—That same statement brought a roar from Republicans also. Governor Landon challenged the President to deny it, lest "the silence of the father . . . be the confession that the son spoke for the President." The denial, however, came from Jimmy himself; he had suggested the Constitutional amendment, he said, "as an individual."

Republicans were unappeased. Joseph

Political Prophets

Kansas—"He'll (Landon) carry Kansas by 50,000 to 75,000, maybe more."—Charles W. Thompson, Republican Lieutenant Governor.

"Mr. Roosevelt will beat him (Landon) in Kansas by 100,000."—Simon Fishman, pro-Roosevelt Republican.

Illinois—"Illinois to Landon by a majority of 400,000."—George Harding, Republican National Committeeman.

"Illinois by 250,000 majority for Roosevelt . . ."—Patrick A. Nash, Democratic boss of Chicago.

Ohio—"Ohio . . . has moved definitely into the Republican column."—Col. Frank Knox.

"The trend in Ohio is toward Roosevelt."—Charles Sawyer, Democratic National Committeeman.

Pennsylvania—"Pennsylvania . . . will be Republican."—Judge John S. Fine of Wilkes-Barre.

"I believe he (Roosevelt) will carry Pennsylvania."—Ralph B. Strassburger, publisher, *Times-Herald*, Norristown.

Massachusetts—"Landon will carry the State, and so will I."—Henry Cabot Lodge, Jr., Republican candidate for Senator.

"Massachusetts is going Democratic."—Joseph McGrath, Democratic State Chairman.

Virginia—"We will carry it (Virginia) for the President."—J. N. Hooker, Democratic State Chairman.

"The Old Dominion will go for Landon and Knox."—Henry A. Wise, Republican National Committeeman.

Maryland—" . . . Definitely, conclusively and without question will be in the Landon column."—Republican Gov. Harry W. Nice.

"All indications are favorable for President Roosevelt to carry our State."—Democratic Senator Millard E. Tydings.

Iowa—"Iowa is a veritable battleground . . . but we are certain that the President will win."—E. H. Birmingham, Democratic State Chairman.

"We are going to carry Iowa for Landon."—Republican Senator Lester J. Dickinson.

Washington—" . . . Better than an even chance of carrying the State."—John D. Hamilton, Chairman, Republican National Committee.

"In our State the people are just going to be scared stiff at the thought of Landon being elected."—Saul Haas, Democratic State Campaign Manager.

New York—"I still say we will carry the State by better than 200,000. The Roosevelt plurality in the city can not possibly exceed 600,000."—Joseph W. Martin, Republican Eastern Campaign Manager.

"Roosevelt will receive a plurality in the city of New York of between 1,000,000 and 1,100,000 . . ."—James A. Farley, Chairman Democratic National Committee.

The Nation—"I'm not predicting a Democratic sweep because of any wish, but just because that is what I think."—Norman Thomas.

"I would expect that President Landon would be renominated four years from now."—Republican Senator Arthur H. Vandenberg of Michigan.

"I am convinced that the election will go to the House of Representatives, and that I will be the next President."—William Lemke.



Wide World

Tear gas, defensive weapon of police, disperses mob at Salinas

W. Martin, their Eastern Campaign Manager, giped at Jimmy as "an economic babe-in-arms without a trace of practical experience in business." Simultaneously, Senator Daniel O. Hastings, pudgy Delaware Republican, insisted that Jimmy's business experience was too darned "practical" to be tolerable.

Wire—Senator Hastings's favorite hobbies are raising Holstein cattle, riding to hounds and whaling everything connected with the New Deal. When the Columbia Broadcasting System sat on Senator Vandenberg for debating with a phonograph record of the President's velvet voice (see page 17), Hastings sent it a wire as chilly as his own blue-gray eyes. There was a rumor he said, that James Roosevelt

recently wrote a large sum of insurance for Columbia and that this had something to do with the action on Vandenberg.

Columbia explained. Two years ago James Roosevelt had helped to solicit group insurance which the company took out for its employees. But, deploring efforts to "read anything sinister" into this incident, Columbia remarked that Presidents' sons have as much right to engage in private business as any one else.

Children—In the lives of American Presidents worrisome children are no new thing. Nor is there anything new in rumors about them, whether true or false. A country which likes to magnify their virtues also savors every bit of gossip about them. Whisperers buzzed when John Coolidge got his job with the New Haven Railroad. Tongues wagged before Herbert Hoover, Jr., tried to resign from his position with an air line which was seeking an air-mail contract.

And as for Alice Roosevelt—how the gossips enjoyed her escapades in the days of Roosevelt the First. She smoked cigarettes on the White House roof, she went swimming fully dressed. Some of the more malicious gossips even said that, one day, she and another girl motored "all the way from Newport to Boston without a chaperone."

BROWDER RED-FIRE: Terre Haute Ban on Speech Gives Candidate Wide Publicity

No "hundred per cent. American," wrathful over Red radicalism in the United States, will ever howl "Why don't you go back where you came from?" at Earl Browder, Communist candidate for President.

For Mr. Browder came from Wichita, Kansas, and he traces his family back to seventeenth century Virginia. A slight, stooped man, with graying hair, he looks about as much like the cartoonist's conception of a Communist as that incarnation of Middle Westernism, William Allen White of Emporia. The Browder family trekked to Kansas in a covered wagon. Young Earl, one of ten children, left school at the age of nine, like a character in a conventional American success-story, and got a job as errand-boy in a department store. Thereafter, he continued his studies at home, breaking the monotony by playing a bit of semiprofessional baseball.

But at this point his resemblance to an Alger hero ceases. Tho the boy grew older and more prominent, he never married the boss's daughter, opened a business of his own, or did any of the conventional things. Instead, he attended his first Socialist meeting at the age of ten, joined the Party at fifteen, wrote for a labor magazine nights while working daytime as a bookkeeper. He joined the Communist Party after the War, became its General Secretary in 1930, and in June, 1936, before a crowd of 25,000 which packed New York's Madison Square Garden and clenched its fists in the Communist salute, was named as the Party's candidate for President.

Publicity—Leader of a group with perhaps 50,000 members, he might have slipped through the campaign relatively unnoticed had it not been for the police of Terre Haute, Indiana, who on September 30 slapped him into jail when he went there to deliver a speech. Last week he tried again

Polls Close	
(EASTERN STANDARD TIME)	
Conn.—6 P.M.	N.J.—8 P.M.
Del.—6 P.M.	N.Y.—9 P.M.
Maine—7 P.M.	Ohio—6:30 P.M.
Maryland	Pa.—7 P.M.
Baltimore—5 P.M.	R.I.—10 P.M.
Counties—6 P.M.	South Carolina
Mass.—9 P.M.	Rural—4 P.M.
Michigan	Cities—6 P.M.
Rural—5 P.M.	Vt.—6 P.M.
Cities—8 P.M.	Va.—5 P.M.
N.H.—6 P.M.	W.Va.—6:30 P.M.
(CENTRAL STANDARD TIME)	
Alabama	Miss.—7 P.M.
Rural—5 P.M.	Mo.—7 P.M.
Cities—6 P.M.	N.Dak.—7 P.M.
Ark.—6:30 P.M.	Okla.—6 P.M.
Georgia	Rural—6 P.M.
Rural—8 P.M.	Cities—7 P.M.
Cities—6 P.M.	S.Dak.—5 P.M.
Ill.—5 P.M.	Tennessee
Ind.—6 P.M.	Rural—4 P.M.
Iowa—8 P.M.	Cities—7 P.M.
Kans.—7 P.M.	Memphis—7:30 P.M.
Ky.—4 P.M.	Texas—7 P.M.
La.—7 P.M.	Wis.—8 P.M.
Minn.—9 P.M.	
(CENTRAL OR MOUNTAIN TIME)	
Nebraska—8 P.M. (Local Time)	
(MOUNTAIN STANDARD TIME)	
Ariz.—6 P.M.	N.M.—6 P.M.
Colo.—7 P.M.	Utah—7 P.M.
Idaho—7 P.M.	Wyo.—7 P.M.
Mont.—6 P.M.	
(PACIFIC STANDARD TIME)	
Calif.—7 P.M.	Ore.—8 P.M.
Nev.—6 P.M.	Wash.—8 P.M.
(Florida and North Carolina polls close at sunset)	

to speak there, and again was prevented. The resultant uproar over the issue of free speech has lodged Mr. Browder's name in a million minds, and sent reporters in droves to the dingy doors of Communist Party headquarters in New York.

More serious was the rioting which broke out Sunday in Tampa, Florida, when the Communist leader tried in vain to make a

U. S. CAMPAIGN AS EYED FROM FRANCE

The most striking of recent foreign comments on the American campaign appeared in *News Review*, "Britain's First Weekly Newsmagazine." It was the calm flat statement: "Even sincere Republicans admit that President Roosevelt will, barring accident, be returned to the White House for a further period of four years."

Of other foreign comments, some of the most interesting have appeared in France. A few of them follow:

Paris Soir (Lib.): "From a strictly political view-point the fight between the Republicans and the Democrats is devoid of real interest. The programs resemble those of two brothers who hate each other because of their resemblance. If Roosevelt's personality didn't dominate the entire scene it would simply be a question of deciding whether a change in personnel was desired. . . . As the Republican Party with its elephant symbol is normally stronger than the Donkey Party, there is every chance that the Republican candidate, whoever he may be, will win. The Republicans counted this eventuality when they chose to represent them the amiable but rather colorless Landon. . . . In general manner it can be said that President Roosevelt represents social progress; Landon, however, altho liberal himself, represents many elements which are not."

Petit Parisien (Ind.): "In the campaign, one does not see the opposition of two political or economic systems, but, instead, two candidates fighting for a place with small weapons. . . . A poor speaker, his [Governor Landon's] best arm is his accent

scheduled address in a second effort to bring Marxist doctrines to the strife-ridden laborers of the South.

"All red-blooded Americans who won't stand for this, come on," shouted a menacing figure as Browder rose to speak from an open-air platform across from the Chamber of Commerce Building. He had been refused the Municipal Building. Clubs cracked skulls, stones flew, Cuban women clawed. Browder fled.

In his syndicated newspaper column, Westbrook Pegler draws this quick picture of the Communist candidate: "Mr. Browder is a Kansan of the John Brown tradition. He is an angry, ornery man with a smile which is more than half snarl. He wants his rights. He has the rubbery persistence of the whole-souled revolutionary, and, altho they put him away twice for opposing the draft in the Big War, he is just as stubborn and cussed to-day as he was then. . . . He is about five-ten in height, with pale blue eyes and pink lids, like Mussolini's. He wears a red mustache, and when he smiles he twists his lips and shows his teeth. . . . Nowadays he shoots an occasional game of pool and he sometimes takes a drink, but he doesn't have the look of a man who would get any fun out of either pool or drinking. He looks as tho he wouldn't get much fun out of anything but fighting for his rights."

Last month it was the police who prevented Mr. Browder from speaking in Terre Haute, tho the speech was delivered anyhow by his counsel, who locked himself into a radio studio and broadcast it.

And thus, Mr. Browder has delivered three loud speeches without ever opening his mouth.

on sincerity. His speeches are better reading than hearing, whereas Roosevelt's warm, harmonious voice charms radio listeners. . . . The Roosevelt of 1936 is not the Roosevelt of 1932. Four years ago he was the apostle of change; this year he is for maintaining the *status quo*; the alarmist in 1932 has in 1936 become a confidence merchant."

L'Europe Nouvelle (article by Robert Heckert): "Not since 1916, when Woodrow Wilson was elected over Charles Evans Hughes by several thousand votes, has there been a warmer contest than that which takes place this year. . . . Landon proved his cleverness by supporting in the New Deal of Roosevelt the measures which were favorable to farmers and others seriously hit by the depression. . . . Knox made the mistake of attacking Roosevelt by condemning the New Deal unreservedly and was received coldly by the public. . . . A maximum of seventeen and one-half million votes is the most that I believe a candidate of the Democratic Party can receive this year. . . . If these prognostications are correct, Landon would therefore be elected by a very feeble majority."

Je Suis Partout (Rightist): "Mr. Roosevelt confronts a strong Party this time. The chances are no less in his favor, but the majority will be weak and heavily disputed. . . . The two themes of Republican propaganda include the defense of public liberty and a criticism of the New Deal. Landon's greatest grievance against the New Deal is that it retards prosperity instead of hastening it."

EUROPE'S DIPLOMATS WAR OVER SPAIN

Their Rancor Has Pacifying Effect of Localizing Civil War

On the sun-bright, unprotected plain which surrounds Madrid, Loyalists, driven from the comparative safety of mountain haunts, fought in an ever-narrowing crescent last week to save the Capital from Francisco Franco's Rightist troops.

As the rebellion which broke out July 18 started its fifteenth week, Franco's Moors and North African Legionnaires—self-dubbed "Bridegrooms of Death"—were, in places, only ten miles from the city.

"The Moors are coming!" bareheaded proletarian women whispered to one another, mindful of the destruction the red-fezzed invaders had wrought on women.

Four times in one day, Franco's bombers circled the city, dropping leaflets of terror. In the suburbs near the air-ports, their whistling missiles injured mothers and children. Yet the women of Madrid refused to be terrified. During a night raid, they dashed into subways and whiled away the time by dancing to phonograph music.

Once, when a shift in wind carried the reverberation of artillery fire to the city markets, housewives with baskets on their arms formed a mad parade. Impromptu enlistment officers, they surged through

thirty miles to the northwest, held out, Zarzalejo, which commands it, also toppled. Trenches and barbed wire quickly folded under the Fascists' "scooters"—light, swift tanks armed with machine-guns.

Loyalist aviators, Franco's pilots reported, no longer took to the air to repulse them, either because they had all deserted or were kept busy carrying fleeing officials from Madrid. At least one Government pilot did make an unmilitary trip, for he flew Señora Manuel Azaña, wife of the President of the apparently doomed Republic, to Toulouse, across the French border.

Transfer—With all train communications from the Capital in danger from the enemy, the President and three Cabinet Ministers traveled by motor to Barcelona, beautiful Mediterranean city where Luis Companys heads Catalonia's Left, autonomous Government. He had come, an official announcement said, "to show his gratitude for the valiant fight which Catalonia is making on behalf of liberty. In his travels, the President of the Republic will fortify the morale of the Spanish people and instil greater courage to continue the civil war."

Yet Azaña showed no signs of traveling farther. Flanked by guards brought from Madrid, he opened offices in the seaport. Even if the Capital falls, Spain will thus be able to assure her friends that a properly elected Government still exists.

By fleeing, Azaña left Madrid in control of Premier Largo Caballero. Reports immediately spread that the brawny ex-bricklayer had shot Indalecio Prieto, a milder Socialist who had urged surrender to prevent a slaughter in the streets. Altho the shooting story proved untrue, the two men had been near blows in an argument when the Soviet Ambassador intervened.

Russia, the harassed Government's only passionate friend, talked boldly of coming to Madrid's relief. A mere hundred planes, Loyalists pleaded, could save them.

Stalemate—Europe feared that Russia would make good her earlier threat to turn her back on the Neutrality Committee's meandering meetings in London, and come out openly with Loyalist aid. Yet she dared not act. Pressure came from Britain, and from the French and Czech allies the Communists can not offend. Moscow quieted down overnight.

The London conferees continued their endless accusations and arguments. Italy and Germany accused the Soviets of aiding Madrid, Russia accused them. Finally Britain brought charges against both Communists and Fascists. On October 15, Foreign Secretary Anthony Eden charged, a Russian steamer landed eighteen airplanes and fifteen tanks at Cartagena. Other ships had supplied Russian rifles and military trucks. A week earlier, an Italian ship had delivered munitions to the Rightists at Majorca.

The charges promised to give delegates subject matter for another month's vituperation, and the longer the irritating conversations last, statesmen believe, the less danger there is of a Fascist-Red war over Spain.

"The Committee's work has not been water-tight," the London *Times* admitted in a shrieking understatement. "But with-

out the slightest doubt, it has been useful. The import of arms into Spain at least has been diminished. If the Soviet Union assumes the responsibility of breaking up the Committee it will only confirm the impression which Communism always gives, that its policy is that of a wrecker."

Portugal—It was not the Soviet Union, however, but Fascist Portugal which suddenly tossed a monkey wrench into Europe's uneasy neutrality. Dr. Antonio Salazar, Premier and dictator in Spain's western neighbor, broke off diplomatic relations with Madrid.

Diplomats nervously waited for Germany and Italy to follow suit. Count Galeazzo Ciano, Mussolini's son-in-law and Foreign Minister, visited Adolf Hitler in his mountain home at Berchtesgaden, near Munich. When he flew back to Rome in a German Government plane, the young Italian made it clear that the two great Fascist countries were near absolute co-operation. Germany became the first world Power to recognize Ethiopia as part of Italy's Empire. With regard to Spain, Ciano announced:

"We considered the situation and we completely agree that the Nationalist Government of General Franco is supported by the firm will of the Spanish population in the greatest part of the national territory where it has succeeded in restoring civil order and discipline in contrast to the former anarchistic conditions of self-rule."

After that, no one could doubt that they



Pictures, Inc.

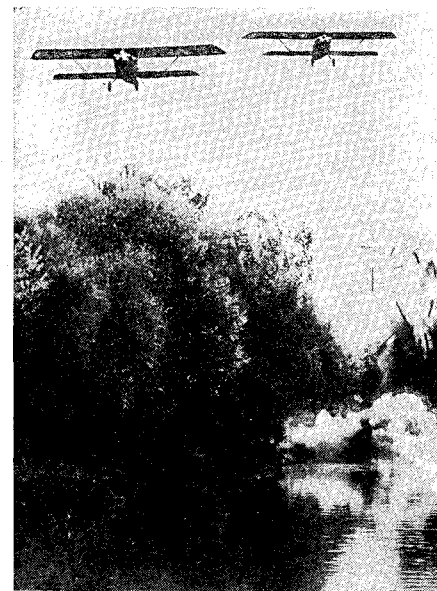
"They Shall Not Pass . . . Madrid Will Be the Tomb of Fascism," reads this defenders' banner

narrow streets in a disorderly mob, yelling: "Come out! Come out and fight for Spain!"

Caught up by their enthusiasm, boys and old men deserted their ledgers and factory machines, and poured from office-buildings to demand some of the Government's dwindling arms. "Better be widows of heroes," one woman's banner read, "than wives of cowards!"

Taxi Army—One hundred thousand men, it was reported, responded. Military leaders, swamped by the rush of applicants, thrust them helter-skelter into battalions, commandeered 3,000 taxis as Frenchmen did in their frantic, successful attempt to save Paris in 1914, and dispatched the totally untrained troops down the too-short route to the front.

Navalcarnero, only thirteen miles southwest, fell to the Insurgents. Tho Escorial,



Wide World

Rightists' bridge over Guadalquivir blown up by Government air-planes

would recognize Franco's Government as soon as possible.

Argentina—Among other bystanders on the tortured Spanish front, Argentina led her sister States in trying to get recognition for the South American doctrine of asylum—under which political refugees who flee to a foreign Legation may leave the country safely. Finally, Madrid consented to the evacuation of the women and children among more than 200 Spanish refugees in Madrid Legations. Diplomats planned to send them to Alicante by rail or road; if both proved too dangerous, they hoped to bring them out by plane.

Meanwhile, Britain begged both sides to exchange prisoners. In one night last week, Madrid rounded up 1,000 upper-class women and imprisoned them. Mindful of hostages in San Sebastian, Bilbao



Drawn for THE LITERARY DIGEST by Ben Soloway

Mrs. Wallis Simpson: Will she say "No" to King Edward VIII?

and Cartagena who paid with their lives for Insurgent air attacks, Britain offered her fleet to save at least women prisoners from "wholesale massacre."

Julio Alvarez del Vayo, Foreign Minister, refused bluntly. He resented the "attribution to the noble people of Madrid of extravagant proposals of collective vengeance." Furthermore, he hinted that if the Left found it difficult to maintain order, the Powers which refused to sell it arms were partly responsible.

BRITISH PUZZLE: Would Mrs. Simpson Marry King? Is Its Latest Turn

"The question," a London West End matron remarked last week, "is not whether His Majesty would marry Wallis (Mrs. Ernest Aldrich Simpson), but whether Wallis would marry the King."

Put in reverse that way, the world's current number one guessing-game hummed afresh in schoolrooms, drawing-rooms and walk-up kitchens from Bangkok to Buffalo, all but overshadowing this week's expected divorce hearing.

The English matron, a close friend of the Simpsons and who wished to remain anonymous, hastened to explain that if the Baltimore belle refused to wed the monarch it would not be because she did not like him, but because she is "proud."

Other friends, in and out of Court circles,

equally coy about having their names used, pointed out that the American woman would not wish to be Queen if there were any question of not being "accepted"; that she would not wish to be the cause of any criticism, however unjust, being directed at her royal companion; that, in any case, her social position as a "close friend" would be somewhat higher than that of a morganatic wife.

Spectacle—Meanwhile, the 88,000 town-folk of Ipswich, Suffolk, were treated to the amazing spectacle of constables solemnly escorting an imaginary person through the crowds and into the County Assizes. First came two trumpeters in the scarlet jackets of the Coldstream Guards. Next, escorted by the red-robed Lord Mayor, came Mr. Justice Hawke. The trumpets blew, the crowd bared heads, Mr. Justice Hawke marched into court. A sermon opened the calendar. Subject: "Christian Morality."

Saturday's preview was also a dress rehearsal for the long-awaited show—Simpson, W., vs. Simpson, E. A.—scheduled for Tuesday.

Newspaper men who jammed the *Pickwickian* city's hotels thought it would not take more than ten or fifteen minutes. Customary British procedure is for the complainant to take the stand, establish her identity, give the dates of marriage and separation and outline the basis for misconduct charges. At this point a hotel bill usually is produced in evidence, marked paid and bearing the name of defendant "and wife." Hotel employees then testify

that the gentleman in question stopped at their hostelry, and that the "and wife" was not the plaintiff. The judge then grants a decree nisi.

Ordinarily, the innocent party may apply for an absolute decree, necessary to remarry, at the expiration of six months. However, in special cases the interval may be shortened with the court's consent.

Watchful—British newspaper men present were there, not to file stories for publication, but to "keep their editors in touch" by phone. Unshackled by the newspapers' "gentlemen's agreement," the *News Review* hammered away on the question: "Can the King marry a Commoner?"

The *News Review* reported that he could, provided she were not a Roman Catholic (Mrs. Simpson is not). The magazine stressed that the monarch needed only his own consent, not that of the Privy Council, and mused:

"A Queen's coronation is invariably separate from that of the King. If a Queen is to be crowned, the rite of having a lady-in-waiting open her robe while the Archbishop of Canterbury anoints her bosom with a cross of holy oil will doubtless be foregone, as it was in the case of Queen Mary."

Mention of the Queen Mother sent reporters hurrying to Her Majesty's new quarters in hopes that she would have something to say about what all London was thinking. She did.

In language that might be interpreted as a rebuke to newsmongers, gossips and stuffy prelates alike, she said crisply:

"The friendship is His Majesty's affair."

AVIATION FLURRY: Britain Turns to U. S. and Canada in Heavy Rush-Order Program

Britain, frightened by Germany's swift production of bombing planes, orders 1,000 planes in the United States.

On this news, American aviation shares soared last week, neutrality hopes diving simultaneously.

Zooming of winged stocks was caused by a New York *Times* London cablegram that Boeing Airplane Company's plant in Vancouver, Canada, had already taken orders for 300 planes, that orders for 700 more were coming to the United States.

When no confirmation followed first reports, Wall Streeters scurried to aviation experts for guidance. What they learned sent air-plane shares back to their normal level with a thump.

Unprepared—In no shape to execute a rush-order for thirty, not to say 300 planes, was Boeing's Vancouver plant. To stockholders, Boeing's President, Claire L. Egtvedt, confided last March:

"Vancouver? Facilities for aircraft construction very limited . . . construction probably not to be resumed," adding that the management had thought of closing the plant, but decided to keep it open under reduced overhead."

Even in Boeing's immense 297,750-square-foot Seattle assembly-plant, a 300-plane rush order would fit like an elephant in a peanut-shell. Nine bombers at a time fill it to capacity. Four fuselages such as Boeing is building now pack it comfortably. One completed bomber a month



Globe

Lord Nuffield shuns "shadow scheme"

is the plant's present output, to be "sped up" soon to two a month.

Hurried survey of the six biggest plants in the country revealed them busy with United States Government orders for 987 planes costing \$74,000,000, a great part of the planes not to be completed this year.

Strategy—Before dumping their hasty aircraft-share purchases back into the market, speculators burned London cables, learned that the whole business looked like Air Minister Viscount Swinton of Masham's way of clubbing balky British industrialists into his "shadow scheme" to tool their factories now for top-speed motor and plane output "when the need arises."

Reluctant by tradition to discard old machinery for new, British factory owners had lagged at installing machine tools not needed now, possibly never; and last week, London's biggest motor manufacturer, a one-man General Motors and Commander of the Order of Jerusalem (cyclist and golfer in leisure hours), rebelled at the top of his voice.

He, Lord Nuffield (plain William Richard Morris until created first Baron of Nuffield in 1934) quarreled bitterly with the Air Minister, tossed a gift of \$6,750,000 to Oxford University, muttered publicly: "There are a lot of things I could say"; and flatly refused to participate in rearmament plans.

Out of the "shadow scheme" he yanked Morris Motors Ltd., Wolseley Motors Ltd., Morris Commercial Cars Ltd., Morris Industries Ltd., and M. C. Car Co., Ltd.

Next week, when Parliament meets, Viscount Swinton of Masham is expected to reply to hecklers that because of an industrialist's boycott of the retooling plan, His Majesty's Government have been com-

pelled to turn to the U. S. A. for means to defend the tight little isle from aerial invaders—thus bringing an avalanche of pressure to bear on Lord Nuffield and fellow laggards in the vast British rearmament program.

TIGHT NAZI BELTS: Hitler Names Goering as Dictator of Economic Sufficiency Drive

"Uncle" Hermann to the masses, "Our" Hermann to the Army and big business, Col. Gen. Hermann Wilhelm Goering last week became economic dictator and virtual Vice-Chancellor of the Third Reich.

Adolf Hitler dropped into his brawny outstretched arms full power to carry out the gigantic plan which aims at making the Nazi State economically self-sufficient.

"In four years," the Leader proclaimed hoarsely to the Party Congress at Nuremberg last month, "Germany must be wholly independent of foreign countries in respect to all those materials which can in any way be produced through German capability, through our chemistry, machine and mining industries.

"The creation of this great German raw materials industry will employ productively those freed by the completion of rearmament. . . .

"As National Socialists, we never acknowledged the word 'impossible,' and we shall not accept it in the future as an enrichment of our vocabulary. In four years we will give an accounting to the nation on this work and assure its nutrition, and with that its life and independence." Even then, *Der Fuehrer* admitted, the Reich would have to buy some raw materials and food abroad.

Party radicals sponsored the plan, and pushed it forward in September against the heated advice of Dr. Hjalmar Schacht, Economics Minister and Reichsbank President. Since last spring, the conservative financier had been nominally Goering's subordinate—a position solaced only by the fact that the General served as a burly buffer between him and the Party's Left.

The Iron Ball—Goering's first act in the new post, which makes him superior to all other Ministers—he holds the Air post himself—all business leaders, and all Party members, was to fire Dr. Wilhelm Keppler, Hitler's personal economist and Schacht's bitterest enemy.

"The masses of the German people paid and are still paying for Hitler's first four-year plan (chiefly rearmament)," the *Chicago Daily News* explained. "They paid for it essentially in terms of a lowered standard of living. The masses are now paying almost all they can be expected to pay for some time to come. The classes will pay for the second plan. General Goering is the man to make them do it."

German *Hausfraus* hoped so. Already, import restrictions have boosted the price of their butter to sixty-four cents. Coffee is a dollar a pound in Berlin. Pork and beef cost about twice as much in the German Capital as in the United States.

Meanwhile, the masses feared the Government might revive the hated War-time rationing system (reporters insist that the cards have already been printed).

Altho stock exchange quotations rose at news of Goering's appointment, business leaders and industrialists also viewed the scheme for Germany's economic isolation with misgivings. Under the plan, they must try to produce substitute materials for cotton, wool, mineral oil, rubber, vegetable oils and phosphates—all essential imports—and reorganize plants for their use.

As envisaged by Party extremists, the cost will be between one and two billion dollars—money which must be found within the Reich, since foreign credit has dried up.

Only the gagged press received the plan with ungoverned enthusiasm. "There is no phase of German life that will not or might not be touched by the four-year plan. For that reason, Hitler gave to his tried collaborator and friend blanket authority for which there is probably no precedent," the *Frankfurter Zeitung* rejoiced. "Departmental friction and the like will disappear in Germany."

UNEASY BULGARIA: Boris, Fighting Fascists, Backs Democracy to Save Throne

Most monarchies get new Kings only when the old ones die. In the Balkans, assassins' bullets (and bombs) speed up the royal turnover.

Last week, Boris III, affable, democracy-loving Csar of Bulgaria, turned his thoughts completely away from his hobby of locomotive-driving and buckled down to the vexing job of snubbing Fascist upstarts in his turbulent realm.

Firmly, the swarthy forty-two-year-old



European

Goering . . . superior to all other Ministers

monarch faced bewhiskered Prof. Alexander Tzankoff, one-time Premier and now leader of the Bulgarian National Socialists, and turned down his fiery demands for immediate elections and the establishment of a Fascist Cabinet to replace the non-partizan Government of Premier Kiosseivanoff.

"Time alone will prove that only I can save the country!" exclaimed the disgruntled Fascist as he hustled out of the audience-chamber and angrily turned in the cabinet resignations of his two followers. A few hours later, he simmered with vindictive rage as Sofia's baggy-uniformed police raided his Party's clubs and confiscated their archives.

Suppression—Since the coup of reserve officers and dissatisfied Agrarians overthrew the régime of Premier Stambouliski in 1934 and set up their own Army-bossed Government, Bulgaria has been without its *Sobranje* (Parliament). Three short-lived Cabinets succeeded one another, while political parties were suppressed and King Boris clashed with balky Premiers, dead set on curbing his power and bitterly opposed to his pro-Italian, pro-Yugoslav policy. Caught between two fires—the high-handed Army leaders and the menace of Communism, which has spread like wildfire among the peasantry, the workers, students and even the Army itself—Boris sought popular favor and relied on his wits to hold his throne.

Unable to buck the Army, however, he set up the present Cabinet to work out a new constitution by halving the 300 Deputies of the *Sobranje*, which he found unwieldy and too disproportionate with the country's 6,000,000 population. But the elections, promised for the second week of October, were indefinitely postponed, largely because of clamoring Tzankoff Fascists and the disconcerting news that Ivan Michailoff, leader of the terrorist *Imro* (Internal Macedonian Revolutionary Party), was circularizing government members for the King's resignation.

Disillusioned with the military, which for the past twenty-five years has muddled Bulgarian politics, Boris openly declares himself for a democratic constitution, both as a safeguard for his throne and

as a means of using deft tactics to swing a parliamentary majority in his own favor.

As a result of the world-wide depression and active German Nazi propaganda, the Tzankoff Fascists have been gaining ground in Bulgaria. About three months ago, Premier Kiosseivanoff had to include two of their members in his Cabinet. Unsatisfied, however, Tzankoff demands that his Party be given full power, and brazenly flouts rumors that he is secretly cooperating with Michailoff, fugitive from Bulgarian justice, to whose *Comitadji* terrorists fully 6,000 political assassinations have been attributed in Bulgaria alone.

Belligerent—Further to embarrass Boris, these leaders plan to recapture Macedonian territory, which the Allies accorded to Greece and Yugoslavia after the War.

With Tzankoff in power, Boris (whose Queen Giovanna is daughter of King Victor Emmanuel III of Italy) fears a complete upset of his pro-Italian policy and a sharp conflict with the Balkan Entente (Yugoslavia, Greece, Turkey and Rumania), from which he has diplomatically kept his country aloof thus far.

Michailoff, on the other hand, openly preaches a ceaseless fight to liberate Macedonia as an autonomous State of 6,000,000 inhabitants and to link it in a federation with Bulgaria—a move which would unavoidably band the Balkan Entente against Boris and embroil the Balkans in fearful international entanglements.

NORWAY VOTES: Labor-Socialist Government Retains Edge in Heavy Balloting

Faa har for meget og färre for litet—few have too much and fewer too little!

Norwegians, stalwart, forward-looking offspring of saga-sung Vikings, nod their blond heads and blithely repeat in sing-song Norse the slogan of moderation, while the devotees of their Labor-Socialist Government publicize the need of more and better social and economic reforms.

Through the hamlets that overhang the "land of the midnight sun's" fiord-studded

coast-line, through the bustling fishing towns, the power houses that fringe the countless waterfalls, and the far-flung valley farms, echoes the musically-cadenced refrain that bespeaks a nation proud of its well-nigh totally literate population, its democracy and progressive ideas.

Vote—Last week, almost half of Norway's 2,871,000 inhabitants, widely scattered over an area slightly larger than that of New Mexico, flocked in unusually heavy numbers to the polls to elect 150 new representatives to their unicameral *Storting* (parliament). From the *boender* and *bondekoner* (farmers), clad in their age-old national costumes, to the professional and business classes of Oslo, Hammerfest, Bergen, Trondhjem and Stavanger, the keen interest displayed in the elections showed that Norwegians quietly divided on the Socialist platform of Premier Johan Nygaardsvold, whose Labor Party has been in power since March of last year with the support of the less radical Agrarians.

Beaming triumphantly, however, the tall, clean-shaven Premier welcomed the additional seats which his own and his Agrarian allies won, and renewed his pledge of balancing the budget without inflating the country's currency.

Relief—Last year, the Liberal Party fell from power when it refused to levy higher taxes for the relief of the unemployed. Sensing trouble, the Agrarian Party threw its weight behind Labor. Quickly, the *Storting* passed bills authorizing a rise to 10 per cent. on sales, corporation and state taxes, while taxes on individual incomes up to 20,000 *krone* (\$5,000) were raised to 30 per cent.

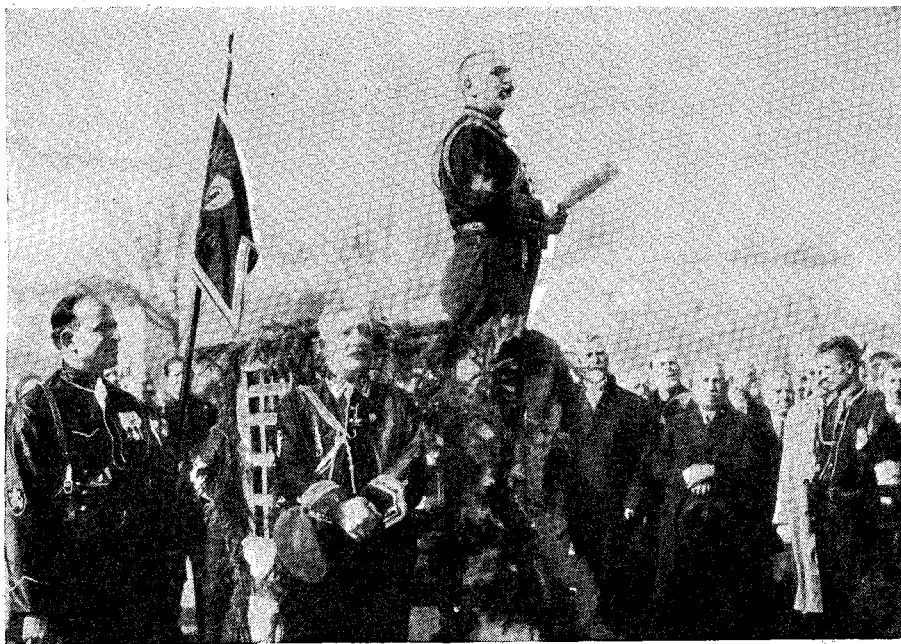
To aid the jobless, the Labor Government instituted vast public works and revived the depressed fisheries, agriculture and labor, while the Cabinet guardedly extended the Government's rôle in "collaborating" with industry and laid down the basis for a State Bank to cooperate with private banks in facilitating credit to small and large landowners.

Grumbles—At first suspicious of the régime's cautiously radical tendency, Norway's conservative and moderate circles grumbled against the Government's encroachment on private enterprise. But rising unemployment and the signs of a decline in the country's merchant marine activity—fourth largest in the world—whose profits yearly pay for more than half of Norway's imports, caused them to throw their grudging support behind Premier Nygaardsvold.

Brushing fears of inflation aside, the Premier struck a heavy blow at hoarders by decreeing a tax of 25 per cent. on all interest on bank deposits. At the same time, appropriations for public works were increased to supplement the released bank deposits and thus create vast money circulation. By last spring, his policy began to show effects, when prices shot upward, a real estate boom sprang up, and even the budget showed a heartening surplus.

Reform—Tho his Party's platform calls for reforms smacking more of Communism than the slow, evolutionary measures he has taken thus far, the fifty-seven-year-old Premier limits himself to fighting the depression with legislation acceptable to the stiff opposition of the Right. Shrewdly, he preaches stable money, while at the same time he tightens his grip on industry.

Cheered by a spurt in domestic business, including commerce and the fisheries, he



Pictures, Inc.

Alexander Tzankoff, Bulgarian Fascist leader, checkmated by King, addresses followers

concluded a quota agreement with Sweden and Finland covering pulp exports in order to revive the sagging forest industry. With like energy, he took part in the yearly conferences among his country, Sweden and Denmark, agreed to stand with them in case of European entanglements.

Moderation—Voicing his chief's views, Foreign Minister Halvdan Koht asserts that the Government's objective is to raise the standard of living and "to extend cooperation between the State and private enterprise. . . . The Norwegian Government intervenes more and more in the development of industry and creates those which it deems indispensable for the well-being of the country."

Likewise the Minister of Social Affairs, Kornelius Bergsvik, strongly believes that "the whole skill of the Socialist Government is not to let itself be influenced by extremist demands and not to overstep the limits of possibility."

Despite the moderation of the Socialist Government, however, Right extremists continue to accuse it of being Communistic at heart, while business and conservative circles bitterly inveigh against its interference. Tho the *Storting* last year passed a law banning the wearing of distinctive uniforms and badges, Norway's Fascists, known as the National Union Party, brazenly parade the cities, especially Oslo, where they number about 6,000.

MODERN CRUSOES: Lonely Tristan da Cunha Gets Cats to Fight Rat Plague

More than a century before Nikolai Lenin startled the world with his bold communistic experiment, a busy, care-free colony of Britishers was living its own seagirt soviet idyl, scorning money and its evils with true Bolshevik ardor and heedless of the din and clatter of the madding world.

Swept by the giant breakers of the South Atlantic Ocean and lashed by winter's breath-freezing antarctic winds, the 167 plucky inhabitants of Tristan da Cunha live a completely isolated, self-supporting life and find organized government unnecessary, radios bothersome, the automobile a nuisance and disease a rarity.

Last week these health-blessed *Robinson Crusoes* joyfully suffered a breach of their self-imposed loneliness when they greeted the three-masted, 295-ton barkantine, *Cap Pilar*, which brought them a welcome cargo from the mother country—Britain. Tenderly her sailors unloaded twelve hardy farmyard cats, specially selected for breeding and to help exterminate the swarms of ravenous rats which prey upon the island's skimpy crops and food supply.

Potato Diet—For years the doughty islanders have had to do without native-grown wheat and oats and content themselves with potatoes, because of the devastating greed of the fast-growing plague of rats. Detached from the outside world in their rocky, surf-beaten home midway between South America and the Cape of Good Hope, they seldom taste the delicate viands of their ancestors and for table delicacy they must limit themselves to the plentiful supply of fish.

Altho Tristan da Cunha and its three satellites—Gough's Island, Inaccessible and Nightingale—are British Possessions, they



Wide World



© International

Housewives on the island of Tristan da Cunha import cats for their rat-infested homes

are thoroughly cut off from civilization for months, even years, on end. They encompass the world's most marooned, most communistic colony.

Tristan, the only habitable island of the group, has an area of sixteen square miles. It is formed of a large extinct volcano, which rises 8,000 feet above sea-level, and whose deep crater contains a large supply of fresh water, which the islanders drink. Discovered in 1506 by a Portuguese Admiral, Tristao da Cunha, the island was not colonized until 1810, after several vain efforts by Dutch and East India Company enterprisers.

Whaling-Port—American whalers often frequented its bleak shores, the first settler having been Thomas Currie, who was later joined by Lambert and Williams. During the war of 1812 the British Admiralty hastily annexed it and placed a small garrison there, when it discovered that American vessels were using it as a base for raiding their merchantmen. A corporal, William Green, persuaded several of the soldiers to settle there. He then made a contract with a British Captain to bring them wives from 1,500-mile distant St. Helena, thus founding the colony.

Tristan has no harbor and its bluff cliffs rise to heights of more than 1,000 feet of sheer, jagged volcanic rock. Even the plateau, where the natives thrive, is a full hundred feet above the sea. Down the cliff they launch their rude home-made hide craft and deftly sail the twenty miles of ocean to Inaccessible, where they gather penguin eggs during the hatching season. The great kelp-field, which clings like a blanket about the subsea rocks, affords safe riding for motor-vessels, but proved a bane to sailing-ships, which frequently foundered against the rocky shores during the past century.

While shipwreck survivors helped to increase the population and infuse it with new blood, they also visited the island with the much hated rodents. The rat plague, a sinister memory in the island's annals, dates back to 1882, when scores of rats swam ashore from a cargo ship and began a colony of their own. They liked their new habitat so well and multiplied with such celerity that in a few years the natives of Tristan found it impossible to continue

raising their once prosperous wheat and oats crops.

Thatched Houses—Huddled together on the island's plateau and forming a tiny village known as Edinburgh, the small houses, built of soft volcanic rock and thatched with earth or grass, more often have tin-covered than glass windows. Because of the scarcity of trees, due to the violent winds, islanders must climb the volcano's slopes for the lonely juniper shrub, which they use for fire-wood. Besides potatoes from the fields, apples and peaches grow on trees in small clumps, but for their flour, jam, sugar and other foodstuffs the natives depend entirely on passing ships.

The people are sober, industrious and long-lived. Disease is rare and colds are contracted mostly following the visits of ships. Despite the unavoidable intermarriage, the native stock has not suffered from physical degeneration, since there are only two abnormal cases—a man with deformed arms and a deaf and mute imbecile, who is kept isolated and barred from marrying.

In the absence of any form of government the settlers seldom cluster about a leader. Their social life centers about the tiny chapel and the house of the parson, who is doctor, dentist, teacher and minister in one. Money is never used, as all trading is by barter. Visiting sailors once found that the natives' hoard consisted of about sixty cents.

Even the most vexing rat problem hardly ruffles the placid life of the settlers, who now look forward to a deliverance from their most dreaded enemies, thanks to the dozen fighting cats.

CHINA'S PLENTY: Bumper Wheat Crop Adds to Negotiation Troubles With Japan

Black smoke as from a burning oil-tank billowed from a Japanese destroyer's funnels one day last week off Nanking, China. Consul General Yakachior Suma puffed up her companion-ladder, fat brief-case under his left arm so that his right might salute

the nation's emblem, the Rising Sun. A quick rattle of winches and, muddy anchor still dripping, the destroyer slithered round a point of land, shot off on a 1,300-mile race to Tokyo.

"So hopeless I have had to send for instructions," spluttered Nippon's usually smiling Ambassador, Shigeru Kawagoe, who did not sail. "I shall remain here until I receive them."

Hearers got the impression he might not have long to wait. All Nanking thought the current negotiations between Kawagoe and Chinese Generalissimo Chiang Kai-shek might be broken off abruptly. Would such a move be followed by more endless waiting, or by action?

Papers—Consul General Suma, at least, did not have long to wait for an answer. Two days after he had left Nanking, Foreign Minister Hachiro Arita, smiling as always like a cat that had just lunched on canary, bowed his emissary out and clawed through a pile of papers which had been too secret to trust to any diplomatic courier.

One point Nanking had yielded: Tariffs against Japanese goods (tariffs she could not collect anyway) would be lowered; but to save Chiang's face, China must be allowed to lower them "voluntarily," with no treaty to make it appear she had done it under pressure.

Fingering his thin mustache, Arita searched through his thick, horn-rimmed glasses for something else. Legalizing the tariff situation already existing in fact was something; but what he hunted for was word that Nanking would "cooperate sincerely" in forming an autonomous State of the five northern Provinces.

Not finding it, he wondered how long he could hold the army, chafing these long months for action.

Face-Making—Back on the mainland, Chinese and Japanese engaged in what amounted to a face-making contest. Generalissimo Chiang flew 150 miles south to Hangchow, called into conference the Generals of the five Provinces Japan hopes to puppetize.

Present, tho uninvited, was the Christian General ("Do I look like a Christian?") Feng Yu-hsiang, for the moment Moscow's man; willing, eager, on condition that he replace Chiang Kai-shek, to make China Russia's ally.

"No yielding to Japan!" Feng shouted to Chinese assembled about the Government building.

Most embarrassing for Chiang, who needed to do a little yielding.

To counteract any impression of strength emanating from the generals' get-together, Japanese army officers organized maneuvers for 60,000 men (they said fewer), based on Tingchow east of Peiping.

Birthday—To that demonstration Chiang had the answer planned in the celebration of his fiftieth birthday, October 29, when his Generals would hand him \$732,000 "raised" by army units for new air-planes. How "raised" from the civilian population was not too clearly explained. Irritating last-minute complication: professorial Vice-President Dr. Chu Mi-min, of the high-sounding Central Party Cultural Affairs Planning Committee, burst out with a proclamation that October 31 was Chiang's real birthday.

Torn between his yearning for modernism and the realization that some Generals who still had the \$732,000 favored a return to old ways, Chiang was of a mind to be

fifty years old both Thursday and Saturday.

Anyway, he had other worries. Saint of the revolution and widow of Dr. Sun Yat-sen, its Messiah, Mme. Sun was harrying him to amnesty 2,100 political prisoners (mostly his personal enemies) rotting quietly in jail the country over. Mme. Sun, still a personage in Nanking, is the only woman who can call the Generalissimo any name she can lay her tongue to, and live to repeat it.

Plenty—Also (and unbelievably) North China's 129,000,000 residents were at sixes and sevens over, not famine or flood this year, but, rarest of Chinese difficulties, a bumper wheat crop threatening ruination.

Millers wanted to grind it first and sell it as flour. Farmers, tempted by flush Japanese buyers, were hurriedly selling it as grain, which, the millers shrieked, would



Underwood

China: where floods and famine once wrought disaster, a bumper wheat crop now menaces economic security

send the price up and ruin the milling business. They wanted wheat, in the grain, embargoed.

That problem Chiang tossed to the Minister of Industries, President of the Salt (Yien Yieh) Bank and former Director of the Tientsin Mint, Wu Ting-chang.

Meanwhile, as if the five-Province autonomous State already existed, Japanese surveyors and agricultural experts swarmed over the country, planning how to boost the cotton crop to 800,000 *catties* (2,120,000 bales), or 300,000 bales more than Japan now imports from the U. S. A.

FOREIGN FLASHES

"The present generation of Maoris is . . . quite different in facial design and immunity to tooth-decay from the Maori at the time of his conquest by the white man," read Dr. Weston A. Price of the Institute of Dental Research, Cleveland, Ohio, reporting the effects of civilization among the natives of New Zealand. He found that "the younger children, in nearly all cases using the modern type of diet, showed

progressive narrowing of the features and lengthening of the face, associated with narrowing of the dental arches, crowding of the teeth and narrowing of the nostrils, with a tendency in some cases to mouth breathing."

* * *

Ala'idin Sulaiman Shah, Sultan of Selangor, Malay Peninsula, had his first taste of Western life when he visited London this month. The Sultan, seventy-two, found many things which amazed and delighted him, but the perversity of a revolving door threatened to destroy his Oriental calm. Leaving their hotel, the Sultan's wife and son accomplished the passage of the door with no trouble. But the Sultan attempted to reverse the revolution and was brought up sharply. For a few moments he persisted manfully in his efforts, but the door was equally obdurate and the potentate at length conceded the point gracefully.

* * *

The advanced Japanese, scorning the crudities of European dictators, are now prepared to control the thoughts of citizens by scientific methods. At Tokyo, Osaka, Nagoya, Hiroshima, Senda, Sapporo and Fukuoka, as well as in fifteen other cities, "thought-surveillance" offices will be set up, which, by a law passed at the last session of the Diet, will regulate public thinking, and erase from the Oriental mind all dangerous or seditious thoughts.

* * *

Zealous students at Maiden Castle, Dorset, who stepped back proudly from three years of hard labor which had laid bare the remains of a remarkable prehistoric civilization, found their work fruitless. The Office of Works found that the cost of looking after the 4,000-year-old relics was prohibitive and declared that the dwelling-pits, ovens, spears, slings and jewelry of the ancient Britons must be covered over again to await a more prosperous era.

* * *

Mr. E. Risely, of Invercargill, Australia, will be careful what stones he tries skipping across the water.

A year ago, he picked up a dull gray stone on the seashore and shied it at a wave. Last week, he picked up a similar stone. Somewhat surprised by its weight, he sent a small piece to the Government Assay Office.

The marble-sized "stone" was found to weigh one and three-quarter ounces—a nugget worth \$250 of the purest platinum ever tested.

* * *

The Royal Canadian Mounted Police, possibly taking their cue from American drivers, will get their man in the future by auto rather than by horse.

Under a new highway patrol system, the unromantic car has been responsible for a marked decrease in crime, especially in the western plains area, where harvesting time yearly had been bringing an upsurge in the Mounties' duties.

* * *

Scorning any self-consciousness as to the predominance of "isms" in the world today, France has established bureaus which rejoice in the appellation: *Centre National d'Expansion du Tourisme, du Thermalisme et du Climatisme* (National Center for the Expansion of Tourism, Thermalism and Climatism).

Radio

CAMPAIGN CLASH: Vandenberg Uses President's Voice on Phonograph for Air Debate

Republicans, Democrats, radio executives and listeners-in argued last week over the "new technique in political broadcasting," the air debate with the President who couldn't talk back, Columbia's "radio censorship" and the broadcast executive who got the jitters.

Into the buff, cork-lined modern studio of Columbia Broadcasting System in the Wrigley Building on Chicago's Michigan Avenue on a Saturday night had walked Arthur H. Vandenberg, Republican Senator from Michigan. Behind him strode husky young Republicans with a phonograph, some records of President Roosevelt's voice and a special microphone.

As they set up their equipment, ten minutes before the tall, heavy, black-eyed critic of the New Deal was to begin his half-hour "Mystery Fireside Chat," Columbia's Vice-President in charge of the Chicago office, Leslie Atlas, decided to cancel the program.

Explanation—"Our policy against broadcasting phonograph records or electrical transcriptions over the network was being violated," an announcer told listeners.

As the microphone was switched off and a music program substituted in the East, Atlas, the black-haired, dynamic former owner of station WBBM, changed his mind "rather than deprive listeners of the speech."

Sixty-six stations scheduled the program. Twenty-one cut it off, and twenty-two performed an "off again, on again, Finnigan" stunt. Stations directly controlled by Columbia Broadcasting System heard at most but a part of the political innovation of using Roosevelt statements in the recorded Roosevelt persuasive voice, then demolishing them in the Vandenberg rasp.

Excerpts:

ROOSEVELT VOICE: Let it be from now on the task of our Party to break foolish traditions . . . and leave it to the Republican leadership . . . to break promises.

VANDENBERG: We'll discuss the "art" of broken promises a little later, Mr. Roosevelt. . . . Which of our traditions do you consider "foolish"? How about the traditions of free enterprise and free men? How about the traditions of maximum local self-government and minimum Federal interference with it . . . the traditions of checks and balances in Government, set up to save us from the tyrannical dictations of Government by executive decree? . . . May I respectfully ask you what you said about taxes when accepting your nomination in 1932?

ROOSEVELT VOICE: . . . For three long years, I have been going up and down this country preaching that Government—Federal and State and local—costs too much. . . . I propose to you, my friends, that Government of all kinds . . . be made solvent, and that the example be set by the President . . . and his Cabinet.

VANDENBERG: Instead of pursuing these promised economies and this vital solvency, Mr. Roosevelt, is it not a fact . . . that in three long years your Administration has spent as much as all of your predecessors

from Washington to Wilson in 124 years? . . . Four long years ago, you said:

ROOSEVELT VOICE: Through this program of action we address ourselves to putting our own national house in order and making income balance outgo.

VANDENBERG: But, Mr. Roosevelt, this is 1936, and we are still spending two dollars for every dollar the Treasury takes in. We have had plenty of programs for more income, but none for less outgo. Where is the promised balance?

The half hour over, the real debate began. "Dirty campaign," accused James A. Farley. "Federal censorship," harped Bill Blackett, Public Relations Director for the Republican National Committee. "No other chains allow transcriptions of broadcasts," pointed out Columbia officials. Even the President's son was brought into the debate (see page 9).

Both Parties have been using radio to an unprecedented degree in the 1936 campaign. And a quiet use of transcription has been going on, as both Parties have sought to corral the foreign-language vote.

Aerial Babel—Six languages (Italian, German, Jewish, Polish, Hungarian and Greek) have been used in a dozen key-cities by the Democrats, with phonograph-discs to spread the New Deal gospel over individual stations, which are less strict than chains about recordings (and can use a musical artist's record with less fear of a lawsuit).

The Republicans' Naturalized Citizens' Division is using everything from 100-word "spots" to thirty-minute talks in twenty-nine languages.

But none of these makes use of candidates' voices, for persuasion or refutation, or stirs up as many hornets as did Vandenberg's device. (He used it after Al Smith had rejected the idea.)

WESTWARD HO! Hollywood Gets Broadcasting Stations Convenient for Film Talent

The mountain had trouble flying to Mohammed, so the broadcasting companies are building studios in Hollywood to get film stars who dislike traveling to New York to sing two songs and crack five jokes over the air, even for a \$1,500 check.



Last week, Columbia Broadcasting System announced a \$1,000,000 Pacific Coast radio-center.

Workmen will start next January, erecting auditoriums, studios and offices for Columbia and KNX, 50,000-watt station, on busy Sunset Boulevard. By next October, a neon sign will flash "CBS" over the modern glass brick structures designed by famed modern architect William Lescaze.

Even plans for long forthcoming television are included.

The trek to Hollywood of the broadcasting companies began in dead earnest last winter when the National Broadcasting Company opened a large building—fire-proof, earthquake-proof, sound-proof and air-conditioned. White stucco and black and chromium trim etch its modern lines, and tropic palms give the proper Southern California setting.

Developments—Three reasons account for Mohammed's visit to the mountain: (1) many radio stars (Nelson Eddy, Gracie Allen and George Burns, Joe Penner) have gone into the celluloid industry; (2) motion-picture stars, since sound came in, are top-flight spots for radio; (3) Hollywood is a glamorous place from which to hear a program, for Mr. and Mrs. Average Listener.

Movie stars spell many things to broadcast executives Donald W. Thornburgh, gray-haired, heavy-set Columbia Vice-President, and Don E. Gilman, NBC's tall, businesslike Western Division Vice-President.

Musical programs, comedians, variety provide hours such as those of the Lux Radio Theater, the Camel Caravan, Eddie Cantor, Joe Penner, and Burns and Allen (CBS), and Jack Benny, Fred Astaire, Charles Butterworth, Bing Crosby, Irwin S. Cobb, or Phil Harris's Orchestra (NBC).

But there are also programs like the Goose Creek Parson, with the gray-haired, ruddy-faced Rev. Josiah Hopkins, a Hollywood pastor, giving non-sectarian homilies between old-fashioned hymns.

To Hollywood! becomes a broadcasters' cry as New York agents of sponsored programs tire of chasing movie stars just off the boat from Europe, or catching flying Big Names on the wing eastward. "A radio-center as well as the movie capital," becomes the slogan for Hollywood.



NBC's Hollywood home . . . CBS's planned one

NEW ST. GEORGE FOR MODERN DRAGON

Doctors Honor Parran, Amid His War on Neglected Plague

In 1918 the War was raging in Europe. At home, an epidemic of influenza was prostrating the country. Down at Muscle Shoals, where Government men were working with War-frenzy to build a dam powerful enough to steal nitrates from the air, 10,000 men were sick with flu. They were dying in improvised barracks that looked like emergency hospitals in a battle-zone.

In charge medically was a slim, twenty-six-year-old surgeon of the United States Public Health Service. To his frantic telegrams for supplies, no answer came. He had no sheets, bedding, bandages or medicine. He went to the railroad yards to see if anything had arrived. He found a trainload of Army supplies, waiting on the sidetrack, destined for a camp farther south.

He thought of possible court martial. He thought of his 10,000 flu sufferers. Then, snapping a determined jaw, Dr. Thomas Parran called huskies; beat back the trainmen, and took the supplies.

New Leader—Last week, at its annual meeting in New Orleans, the American Public Health Association installed that resolute health officer, now forty-four, as its President, heard papers on the care of teeth, the danger that lurks in the nation's dishpans, the peril of lockjaw and what to do about rabbit fever. Last week, too—a busy one for medicos—the American College of Surgeons gathered in Philadelphia, listened to discussions of a new operation to relieve angina pectoris, Cæsarean operations.

At New Orleans, Doctor Parran was a central figure. Last spring he became United States Surgeon General and Chief of the U. S. Public Health Service. For years he has been a sort of St. George. His dragon: syphilis.

It took nearly ten years of correspondence and soft-speaking to straighten things out with the Army after the Muscle Shoals episode. But Parran's singleness of purpose pleased friendly, able Dr. Hugh S. Cumming, until last February head of the Public Health Service. In 1926, Doctor Parran was invited to take charge of the

Service's toughest department, the Venereal Disease Bureau.

The doughty health man then found himself in the anomalous position of waging almost single-handed war against a disease that afflicted one person in every ten, 12,000,000 in the nation. During the War, the country lost 126,000 men from syphilis. It was losing and still is losing 100,000 annually from that disease.

Parran dug into statistics; found that among contagious diseases, syphilis kills twice as many annually as scarlet fever, three times as many as tuberculosis. It is fifth from the top among causes of death, the leaders being heart disease, 285,000 yearly; cancer, 128,000; cerebral hemorrhage, 106,000; kidney disease, 104,000; syphilis, 100,000.

Cause of Insanity—It produces so many after-effects; imitates so many other diseases, that there is no telling the full extent of the damage. Ten in every hundred patients in the country's hospitals for the insane were put there by syphilis. Of every hundred persons who fall dead of heart disease, ten owe their weakened hearts to neglected syphilis.

During the War, to protect soldiers, preventive measures were widely used; treatments were free. After the war, people lost interest; civilians apparently seemed less worth saving than soldiers. Syphilis, regarded as a shameful disease, was ignored. Nice people wouldn't talk about it. Newspapers and magazines refused to print even the name. Radio is still virtually closed to the subject.

Unlike many a subtler human plague, syphilis is easy to prevent. Its fragile microbe can not withstand drying; is killed by soap and water and most antiseptics.

There is a specific treatment, Salvarsan, which, if persisted in, brings cure. It has been used since 1910, when the German biologist, Paul Ehrlich, discovered it.

Field for Quacks—Yet, so little are these facts known, quack doctors still thrive by treating syphilis with useless medicines;

victims use old wives' remedies until it is too late for cure by scientific means. The reasons: (1) shame, (2) ignorance of consequences, (3) cost and difficulty of treatment, which ordinarily takes two years and may cost \$250 to \$1,500 in the hands of private practitioners.

Hammering at these barred gates, Doctor Parran began campaigning among health officials and doctors. His idea was: (1) treat syphilis as a dangerous contagious disease, not a punishment for sin, (2) make people aware of the results of neglect, which strike ten to thirty years after infection, range from ulcerous, non-healing sores to heart and artery disease, paralysis, total insanity, (3) bring down the cost of treatments by supplying them through free city and State clinics, and (4) compel infected persons to take treatment, lest they infect others.

In 1930, President Roosevelt, then Governor of New York, "borrowed" Doctor Parran from the Public Health Service, appointed him Health Commissioner of the Empire State. Doctor Parran broke new trails in that important job; built hospitals, revised New York's antiquated Sanitary Code, fought pneumonia and diphtheria, battled for simplified county and city health administration.

But he did not forget his lifelong foe. In Albany he called together his aids, and planned a concerted attack on syphilis. The State's method of handling typhoid had given him an idea. Every case of typhoid comes from a previous case; a single victim can start an epidemic. Health inspectors therefore trace each case to its source, seize and treat the carriers.

Sources Trailed—In the same way, Doctor Parran's men began tracking down spreaders of syphilis, catching them, making them take treatment. They found that only a few in each community were focal points: make them non-infective and the disease drops. Doctor Parran's methods brought results. Health officials in other States tried them, found they worked.

Then, suddenly, the log jam of silence about syphilis, greatest handicap to the health workers' efforts, began to break. First to break the tabu effectively was the *Chicago Tribune*. A year ago, it published a series of full-page articles on venereal disease. A few weeks later, the *New York Daily News* printed an even franker series of articles. Five thousand congratulatory letters tumbled into the office in two weeks. Reprinted in booklet form, the articles sold 500,000 copies at five cents each. Attendance at New York City's free venereal disease clinics increased 65 per cent. Private physicians reported a rush of patients.

National Fund—Doctor Parran's department spends \$13,383,000 annually to protect the nation's health. Most powerful weapon of all, in his fight on syphilis, is a fund of \$8,882,000 provided by the Social Security Act to be divided among the States for health work. From almost every State have come assurances that part of this money will be used to stiffen the battle-line against venereal disease. Eighteen States will provide free clinics or free treatments; will compel doctors to report cases of syphilis like other contagious diseases; will educate citizens about the dangers of neglect.

To these eighteen States will go \$289,187 of Social Security money, specifically for venereal disease work: Maine, \$8,100; Massachusetts, \$49,982; New Jersey, \$33,743; New York, \$79,200; Maryland, \$2,400; Virginia, \$12,000; West Virginia, \$1,100;



Acme

Dr. Thomas Parran: Fighting leader who has aroused nation to battle a secret plague

Illinois, \$19,639; Ohio, \$35,490; Wisconsin, \$11,000; Arkansas, \$4,037; Kansas, \$4,900; Kentucky, \$1,800; Louisiana, \$5,100; Oklahoma, \$3,900; Texas, \$5,400; Idaho, \$7,400; Washington, \$3,996.

Last week, Doctor Parran was able to report to colleagues of the American Public Health Association that preliminary skirmishes are almost over. In the last twelvemonth, a new treatment for syphilis, combining artificial fever with the injection of chemicals, promises cure in many cases in three months. A more daring treatment is being developed by Dr. Louis Chargon, of New York, who may be able to cure patients in two weeks, by giving them a steady, drop-by-drop injection of arsenical compounds for two days at a time. More conservative methods are being improved. Doctors have gained new knowledge of the ways of *Treponema pallidum*, the colorless, minute corkscrew-shaped animalcule that causes syphilis.

Long Battle—But Doctor Parran was quick to warn that the fight is by no means over. Tricky, sly, persistent is *Treponema*. It passes from person to person upon almost any kind of contact. Fewer than 50 per cent. of the cases are guiltily contracted; innocent acts like handshaking, kissing, drinking from contaminated cups or fountains infect thousands.

Recently in New York State, seventeen cases of syphilis were traced to a high-school party where kissing games were played. In scrimmage at a Middle Western college, the tooth of one football player gashed the scalp of another. The injured man promptly developed a syphilitic sore on the spot. A hiker accepted a drink of water at a farm. Three weeks later, a syphilis sore appeared on his lip.

No matter how acquired, all cases are definitely curable if treatment is begun early, kept up persistently. Doctor Parran's advice to those infected: go at once to a doctor or clinic. Begin treatment as soon as possible. Follow instructions.

Formidable in medical argument, tenacious of purpose, Doctor Parran in private is a friendly, eager, sympathetic man. Short and wiry, he enjoys long hikes with his four sons, his two red Irish setters, over Maryland hills. He was born at St. Leonard, Maryland, on a farm carved out of wilderness by a Parran in 1650. His father still lives there; Doctor Parran and his family frequently visit there. On these occasions he splits firewood, bakes waffles to eat with Maryland scrapple; works off steam by pruning trees.

The Association—Powerful in its field is the sixty-four-year-old American Public Health Association. Its 4,000 members are mostly health commissioners and officers, sanitary engineers, public health workers, laboratory researchers. Wholesalers in health, they fend 125,000,000 people against epidemics.

At New Orleans they listened to 170 papers, addresses and reports attacking scores of public health problems. Among the subjects discussed:

Teeth—Nine in every ten Americans have bad teeth; researchers have been baffled in their search for the cause, because there are not one, but many. Dr. Guy Stillman Millberry and Miss Nina Simmonds, of the University of California College of Dentistry, listed seven factors: heredity, nutrition, exercise, mouth hygiene, glands, general health, professional care.

Three are controlled by the owner of the teeth: nutrition, mouth hygiene, exercise. Vigorous use is as necessary for the teeth, gums and jaws as for any other part of the body. Chewy foods help. As for nutrition, no one food will produce good teeth; the diet should contain meat, milk, eggs, sugar and starchy foods, minerals, all the vitamins. Oral hygiene is of major importance.

Utensils—Careless washing of dishes spreads disease. The ordinary washing methods remove only 60 per cent. of the germs, reported Dr. James G. Cumming, of the District of Columbia Department of Health. How to wash dishes: (1) by machine, scrub them at 170 degrees Fahrenheit, (2) by hand, use warm, soapy water, rinse, then soak in hypochlorite solution.

Tetanus—Vaccine prevents tetanus (lock-jaw) if given in time, but hundreds succumb annually from trivial, untreated tetanus-infected injuries. U. S. Public Health Service statisticians analyzed 1,373 cases, found that automobile wheels carry the infection, as well as many other objects. Twenty-seven cases were due to injuries suffered while changing tires or working with wheels. Other causes: splinters, stubble, thorns, bricks, needles.

Tularemia—Rabbit fever (tularemia) strikes hunters, marketmen, housewives who handle the bodies of infected rabbits. Highly fatal, the disease is treacherous; so dangerous to laboratory workers that the British Medical Research Council recently gave up work on the disease when three of the researchers became ill.

Drs. Howard J. Shaughnessy, Thomas C. Grubb and Albert C. Fauth of the Illinois State Health Department reported that a protective weapon is at hand. They vaccinated themselves by a method devised by Doctor Le Foshay of Cincinnati; then performed post-mortems on 300 infected rabbits, and did not get the disease.

At Philadelphia, meanwhile, 4,500 surgeons discussed new life-saving techniques:

Heart—Most dramatic was the announcement, by Dr. Claude S. Beck of Western Reserve University, of a new operation to relieve angina pectoris and hardening of the heart-arteries.

The heart's own muscle is fed by two large arteries. In middle life, these begin

to harden; become filled with deposits like old steam-pipes, deprive the heart of its full blood supply. The result is excruciating pain in the left chest and arm; after repeated attacks, death.

To give the heart a new blood supply, Doctor Beck opens the chest, detaches one end of a chest-muscle, grafts it to the heart. The muscle blood-vessels grow into the heart, giving it a new lease of life. For years the surgeon experimented with animals. Eighteen months ago, he reported the recovery of his first human case. In all, he has now operated on sixteen patients. Of those surviving, most received relief from pain. One or two were able to resume physical work. Eight of Doctor Beck's sixteen patients died.

Mothers—Too many mothers die because surgeons perform Cæsarean section rather than letting nature bring about birth in the usual way, asserted Dr. Frank W. Lynch, of San Francisco. Cæsarean operations increased from 11 per cent. in 1927 to 33 per cent. in 1934.

Why the increase? Doctor Lynch queried surgeons, received answers like this: "the patient demanded it," "the family doctor asked for it," "economic reasons," "the patient wanted to be sterilized."

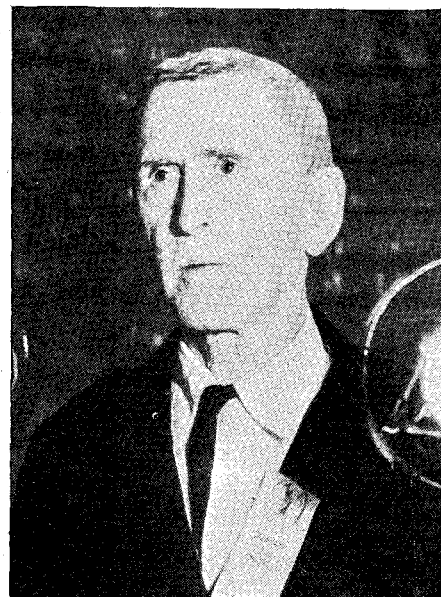
Patients and their families request the operation because they have heard it is easier, quicker than nature's way. But they pay for it. Reported Doctor Lynch:

"In women of the United States, the deaths following Cæsarean section approximate one-fourth of the maternal deaths from all causes after the seventh month of pregnancy."

FOR 8113 A.D.: Oglethorpe University Builds a Crypt to Preserve Culture of 1936

In the year 4241 B.C., on a morning in July when the bright star Sirius rose with the sun, Egyptian priests began their calendar, pointing off the earliest recorded date. All written history has occurred since then.

A month ago, Dr. Thornwell Jacobs, President of Oglethorpe University, Oglethorpe, Georgia, began speculating about



©International

For posterity: Dr. Thornwell Jacobs (left) builds a crypt; William ("Coin") Harvey, a pyramider.

the time-misted peoples of 4241 B.C.; wondered how much of life in 1936 would be intelligible 6,177 years from now. Resolving to do something about preserving a portion of it for archeologists of the future, he came to New York, conferred with editors, scientists, engineers.

Crypt—Last week, he announced, in *The Scientific American*, a plan to seal away a slice of 1936. Under the cathedral-like limestone building that houses Oglethorpe's library and executive offices, Doctor Jacobs is constructing a crypt as big as a swimming pool, hollowed from the granite bed-rock of the Appalachian Mountains.

It will be lined with slate, roofed and capped with stone, and sealed with a tablet of stainless steel requesting future generations to leave it unopened until the year 8113 A.D. It will be deeded to the Government of the United States, its heirs and assigns, to be held in trust.

Into this time-defying chamber, Doctor Jacobs plans to cram a cross-section of modern life, that the unimaginable peoples of 6,177 years hence need be in no doubt as to how people lived in 1936.

Contents—Phonograph records and sound-film will preserve the voices of such contemporary figures as President Roosevelt, Mussolini, Hitler, Stalin, possibly those of Bing Crosby, the Marx Brothers, Iowa's champion hog-caller, *Popeye the Sailor*. Newsreels will immortalize 1936 ship launchings, baby contests, football games, Spain's civil war, campaign oratory.

Amateur suggesters already have begun flooding Oglethorpe with suggestions: a pair of garters, a can-opener, a dry Martini complete with olive, a sunflower button, an autogiro, a calculating-machine, a head of Cornell University's odorless cabbage, a "rubber" dollar.

Despairing of finding space for all the gadgets of present-day civilization, Doctor Jacobs expects to depend heavily on encyclopedias, dictionaries, text-books, models, drawings and photographs.

Preservation—He will call upon publishers to prepare special, time-proof editions of newspapers, books, magazines. Manufacturers will be requested to supply working-models. Scientists will be asked to state how these relics can be preserved sixty-one centuries from the ravages of corrosion, chemical action, drying, dampness, dust. From educators, historians, archeologists and readers of newspapers and magazines, he hopes to get thousands of suggestions. A board of judges will do the selecting.

Amid all these plans, the youthful-looking Oglethorpe President was stricken with appendicitis; last week was recovering from an emergency operation. At fifty-nine, he has been head of Oglethorpe University since 1915, when he founded it.

Formerly a Presbyterian minister, he conducts a liberal religious course at Oglethorpe based on his book, "The New Science and Old Religion." A football fan, he kept his attack of appendicitis secret until after Oglethorpe's first home game two weeks ago, because he feared the boys might worry over his condition, not play their best. They won.

Egypt's Pyramids—As old as football is the idea of crypts for the future. With the mistaken idea that they would some day wake up to make use of them, Egypt's Kings built their pyramids, filled them with household furniture, and unintentionally preserved for modern archeologists a rich

picture of their times. Some person unknown, at the time of the Philadelphia Exposition in 1876, deposited a locked iron safe in one of the labyrinthine corridors beneath the Capitol at Washington. With the Curator of the Capitol's Art he left instructions not to open it for 100 years.

Harvey's Pyramid—The most ambitious modern effort so far completed is the pyramid built by William Hope ("Coin") Harvey, at Monte Ne, Arkansas. Backer of William Jennings Bryan and chief proponent of the famous "sixteen-to-one" plan for the coinage of silver, Harvey retired to a hermitage in the Ozarks in 1900, when the Democratic Party abandoned his money plank.

Convinced that this civilization was doomed, he conceived his plan to build a pyramid with a crypt near-by to house the "ruins" of American culture.

Its base is a block of granite and limestone forty feet square, ten feet thick. The unfinished pyramid is 130 feet high, made of steel and concrete. Among other things, the crypt, 500 yards away, contains a copy of THE LITERARY DIGEST.

HEAVENLY BLAST: A Wave of Star Explosions Strikes the Universe

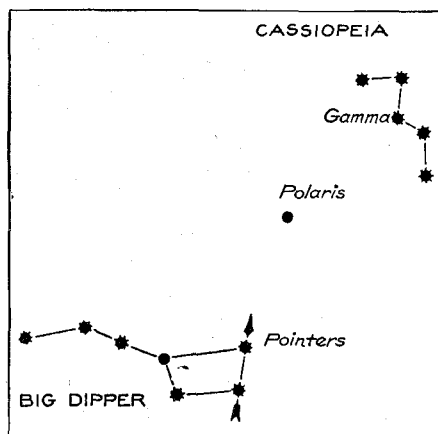
In 1571, the Danish astronomer Tycho Brahe looked into the Constellation Cassiopeia in the northern sky, and saw a new star.

"I was so astonished at this sight that I was not ashamed to doubt the trustworthiness of my own eyes," he wrote. "A miracle; either the greatest of all that have occurred, or one to be classed with the staying of the sun in its course in answer to the prayers of Joshua."

Last week, the eyes of astronomers were again turned to Cassiopeia, a W-shaped constellation not far from the pole star. The middle of the three bright stars that form the top of the W was sputtering, flaring like a candle in a high wind.

Muzzles of star-cameras peered toward it. Hollow-eyed spectrographs skewed into the north, breaking down the light of Gamma Cassiopeia into a pattern of colored bands on a bit of ground glass the size of a stick of chewing-gum.

Astronomers expected—hoped—the star was going to explode. Never before have they had such an excellent ringside seat for such a phenomenon.



Astronomers look forward to explosions in the Gamma Cassiopeia Constellation

At Cambridge, Massachusetts, Dr. Harlow Shapley, Director of Harvard Observatory, reported that it has been an unusual season for star explosions.

Normally eight to ten years go by before astronomers have a chance to study these rare heavenly blasts. Hardly more than a dozen really big exploding stars, called new stars, or *novae*, have been noted since there have been photographic telescopes and other instruments to record them.

Then, in 1934, a star burst in the Constellation of Hercules. Astronomers were still studying it when a *nova* appeared in the Constellation Lacerta. Last September, *novae* appeared in Aquila and Sagittarius; last week, a second in Aquila.

I.C. 4719—Doctor Shapley reported that a *nova* had been sighted across a million light-years of space, so far away it has only a number: I.C. 4719. This star became so bright it gave off more light than all the rest of the millions of stars in the galaxy. It, too, has begun to fade.

Gamma Cassiopeia is, comparatively, in the earth's back-yard: ninety-one light years away. It has been behaving queerly for some time. Suddenly, on the morning of October 5, it increased 60 per cent. in brightness. Since then it has been flickering, putting on curtain-raisers for the main show to come.

Stars seem to explode for the same reason boilers do: too much internal pressure. But what causes the pressure? Nobody knows. If Gamma Cassiopeia bursts, astronomers may be able to find out.

SCIENCE SHORTS

Migraine—Baffling disease is migraine—sick headache—which strikes without apparent cause, lays its sufferers low. To eighty-nine patients at Bellevue Hospital, New York, Dr. Mary E. O'Sullivan gave injections of ergometrine tartrate, relieved their headaches; saved, in two years, 39,000 hours of suffering. She doesn't know why it works; does know it can't cure.

* * *

American Foods—Tabulators at a recent meeting of the Association of American Railroads reported apple-pie the favorite dining-car dessert. Of 100 diners, eighty-five order coffee; fifteen tea. Thirty-five ask for roast beef; the rest request chicken, fish, chops and steak, in the order named.

* * *

Drunkenness—How does alcohol make the drinker drunk? Dr. R. A. McFarland, of Columbia University, made tests to find out. The answer: it deprives the blood of oxygen. Physically, dizziness at high altitude may be identical with drunkenness. Whiffs of oxygen remedy both.

* * *

Title-Winner—The poultry world will select its own *Miss America* this year from among comely feathered entrants at the Poultry Exposition in New York, November 10. Scientifically chosen, she will be an all-around champion.

* * *

Egg's Age—Dutch experimenters have found how to make an egg confess its age. Under ultraviolet light, eggs glow. Fresh eggs give off a red light. Not quite fresh eggs are bluish; the older they are, the deeper the blue.

BUSINESS ELECTS LONG DISTANCE

"Sales have increased and sales costs have been cut since we tried supplementing personal visits with Long Distance calls."

WM. BAUER CO., CLEVELAND

"For an Indiana jobber, we sold 7000 cases, worth \$28,000, in seven days, by Long Distance. Cost was nominal."

FEDERAL MATCH SALES CORP., CHICAGO

"By Long Distance, in two hours, we can buy enough eggs and poultry to fill several cars. It used to take days."

IOWA CITY POULTRY & EGG CO.

"Sales were dropping on one of our regular routes. We tried frequent telephone contacts. Sales are up 60%, sales costs down 30%."

WM. FOCKE'S SONS CO., DAYTON, OHIO

"Eighteen calls to our smaller retail customers brought orders amounting to \$11,000 at a cost of \$21.75."

A. T. MASSEY COAL CO., RICHMOND, VA.

"Telephoning ahead on my last trip brought more customers into key cities to see my display. Increased business more than paid the cost."

HEINRICH & WINTERLING, INC., NEW YORK

"We have found Long Distance an excellent medium for increasing business. Last month we sold 82 twenty-ton cars entirely by telephone."

SYRACUSE OFFICE,
GENERAL FOODS SALES CO., INC.



GAY HIT ENDS BROADWAY DOLDRUMS

"Tovarich" Cheering After Seven Dull Weeks in New Season



Vandamm

Marta Abba, triumphant in U. S. début, and John Halliday, her associate in "Tovarich"

Manhattan's badgered drama-critics, dust-dry after a prolonged diet of husks, slipped their galluses last week, loosed their neckties and went to work on celebration of the Broadway season's first smashing success, "Tovarich."

In their zeal to toast the first winner after seven weeks of drama doldrums, they looked only on the surface of the new comedy, failed to dig down and check its age. Its age is as old as theater and the first comedy, a shrewd formula of laughs interwoven with sentiment. The Greeks were not above a bit of mixing tears with giggles when the audience grew restive, and Shakespeare relied on it to bridge the long jumps in his plays. With such counsel as background, the Messrs. Deval and Sherwood, double-play authors, hewed to line and achieved success.

Jacques Deval, strolling his Paris streets, met hordes of White Russian *émigrés*, bankrupt, half-starved, bewildered but gallant. He decided their tribulations would make a play. He wrote it in French, Robert E. Sherwood fashioned it into English. London found itself touched, but merry, over the Sherwood version, so Gilbert Miller crated it up, shipped it to New York.

Acting Triumph—In England, Eugénie Léontovitch, a Russian, played the rôle of the exiled, poverty-splintered Grand Duchess. In New York, it is played by Marta Abba, a North Italy actress born within icicle sight of the Austrian border in the Alps. Four months ago she couldn't speak English, four weeks ago she could speak it but wasn't sure she knew what she was saying. Last week she was a triumph and drove Hollywood motion-picture scouts into a second-degree frenzy.

Her American début, after some years of star performances in Europe, was exciting, to her no doubt profitable.

The gentle fable in "Tovarich" concerns the Grand Duchess and her husband, an ex-Prince and General of Cavalry in the days of the Czar. They live in a wretched Paris hotel, have 100 francs in their pock-

ets. They owe eighty of them to the hotel. In the Bank of France, disturbing international relations, threatening prosperity and driving bank directors goggle-eyed, are 4,000,000,000 francs the Czar entrusted to Prince Mikail Alexandrovitch Ouratieff. He would rather starve than touch a sou of it, expected his Grand Duchess Tatiana Petrovna to starve with him.

In *extremis*, they go into service as a couple in the home of a Paris banker. There they teach the mistress manners, the banker graces; and discipline into charm the two adolescent and demoniac brats of their employers. A Soviet *Commis-sar*, in Paris to negotiate oil leases to a combine of nations, dines at the banker's home. He recognizes the former Grand Duchess and her Prince. The banker and his family are dismayed at the royalty that has been serving them hand, foot and headache.

Russia Saved—In the kitchen, the *Commis-sar*, who in the early days of the Revolution had treated *Tatiana* and *Mikail* cruelly, atones for his early violence, gives them a lecture on patriotism, gets the four billion francs. Russia keeps its oil, is saved from exploitation. He promises them he will have the Czar's flag flown over the oil-fields in tribute to their generosity.

Such a plot is four parts sugar, two parts a low audience-melting-point, three parts silken performance and one part human sentiment. In glossy actors' keep, "Tovarich" achieves much more stature than it really has, becomes a palatable, ingratiating theater evening.

The line that enslaved the audience and kept it in surrender to the play the rest of the night, came early in the first scene. In the disorderly room, *Tatiana* and *Mikail* sit, deep in dejection. Suddenly he says something impious, they begin to laugh, in a moment are on the heights of happiness, their sorrow completely forgotten.

"How wonderful it is," he cries, "to be Russian!"

John Halliday, a cinema key-stone after years in theater, returns to footlights and living audiences in "Tovarich," sharing star-corner with Miss Abba.

Douglas Gilbert, New York *World-Tele-gram*: "It is so subtle, so delicately inferred, the script could have been written on a frosted pane."

Richard Watts, Jr., New York *Herald Tribune*: "'Tovarich' proved to be a thoroughly delightful and vastly heart-warming sentimental comedy."

SKY-SCRAPING STAR: A Brawny Riveter Hammers Out Thespian Fame in "Iron Men"

Down on its riveted knees and begging Hollywood to take it, is "Iron Men," Norman Bel Geddes's first production since the excellent "Dead End." A tale of the gifted laborers who tread six-inch beams a thousand feet in the air while knocking the steel skeletons of sky-scrapers together, it is less play than spectacle.

On the stage, the steel girders rise from great cranes, are chivvied expertly into place, are bolted down. A cast of nimble actors, helped out by five actual steel-workers temporarily lured into make-up, performs the slight plot, puts up three stories of framework during the three acts.

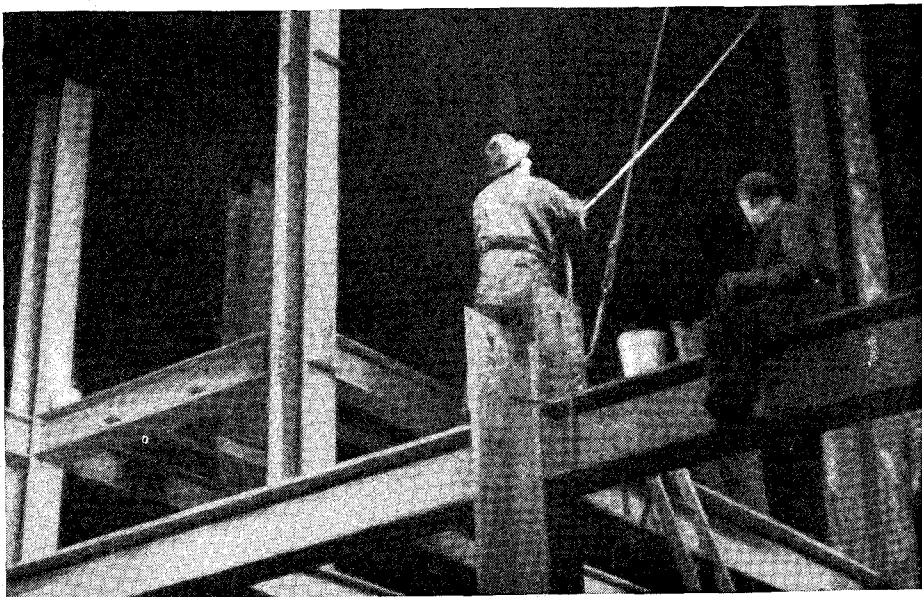
Francis Gallagher, who must have swarmed over a dozen sky-scrapers while he should have been plunging through textbooks on how to write a play, fills his drama with the flavorful *argot* of the "connectors" and "rivet-teams." It is a play that cries aloud for the flexible unhampered space a picture camera could give it.

Brawny Star—Film spies took less interest in the play itself than in William Haade, a brawny, naturalistic steel-construction man who never had been on a stage before "Iron Men." Mr. Geddes found him forty stories in the air putting girders into place. He was asked to take the leading rôle, agreed, learned it and set a First Night audience afire.

Few critics ventured praise for the play, all appreciated Riveter Haade:

John Mason Brown, New York *Post*: "Mr. Geddes has had himself a circus at the Longacre, a circus in which Mr. Gallagher's script is reduced to so much tann-bark."

Gilbert W. Gabriel, New York *American*: "There is much more tension in Mr. Geddes' steel than on his stage."



Gang of "Iron Men" who draw their usual outdoor audience into a Broadway theater

"ELECTED"

FOR THE 21ST TIME!



Hear THE PEOPLE'S CHOICE IN 1936
as forecast by

The
Literary Digest

Poll for President
broadcast exclusively by

GOODYEAR

Every Monday • Wednesday • Friday
NBC "Blue" Network—Coast to Coast

Hear the latest returns in this famous poll first on the air—analyzed by John B. Kennedy, noted political commentator—on Goodyear's scoop broadcast "The People's Choice."

Keep a weekly record. Get your POLL-O-METER—free. Join the great game of recording the poll. It's fun with a POLL-O-METER—a big, handy "who's ahead" score card with ample space for each week's poll results. Free for the asking at any Goodyear dealer's. Get yours today.



THE GREATEST NAME IN RUBBER

GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

TWENTY-ONE years ago the motorists of the world "elected" Goodyear their favorite tire.

This year, for the 21st consecutive year, Goodyear is "re-elected."

The "vote" accorded Goodyear—in terms of tire purchases—during all those years, now stands at the tremendous total of a quarter of a *billion*—millions more than that of any other tire!

Such popularity can be born only of *performance*—promises kept—duties fulfilled!

Goodyear is a tire "for the people"—not alone for the "privileged." Every motorist can afford the extra Margin of Safety and the extra non-skid mileage offered by Goodyear Tires.

Join the "majority." Ride—with the rest of the world—on Goodyear Tires!

The Literary Digest's **HOUR-BY-HOUR ELECTIC**

As the election returns come in over the radio, use this chart to keep an hour-by-hour record of the voting in

How they Voted in 1932				STATE		Returns at 8 P. M.		Returns at 9 P. M.				Ret 10		
DEMOCRATIC		REPUBLICAN												
Elec- toral Vote	Popular Vote	Popular Vote	Elec- toral Vote											DEMOCRATIC E.V.
11	207,910	34,675		Alabama	11									
3	79,264	36,104		Arizona	3									
9	189,602	28,467		Arkansas	9									
22	1,324,157	847,902		California	22									
6	250,877	189,617		Colorado	6									
	281,632	288,420	8	Connecticut	8									
	54,319	57,073	3	Delaware	3									
7	206,307	69,170		Florida	7									
12	234,118	19,863		Georgia	12									
4	109,479	71,312		Idaho	4									
29	1,882,304	1,432,756		Illinois	29									
14	862,054	677,184		Indiana	14									
11	598,019	414,433		Iowa	11									
9	424,204	349,498		Kansas	9									
11	580,574	394,716		Kentucky	11									
10	249,418	18,853		Louisiana	10									
	128,907	166,631	5	Maine	5									
8	314,314	184,184		Maryland	8									
17	800,148	736,959		Massachusetts	17									
19	871,700	739,894		Michigan	19									
11	600,806	363,959		Minnesota	11									
9	140,168	5,180		Mississippi	9									
15	1,025,406	564,713		Missouri	15									
4	127,286	78,078		Montana	4									
7	359,082	201,177		Nebraska	7									
3	28,756	12,674		Nevada	3									
	100,680	103,629	4	New Hampshire	4									
16	806,630	775,684		New Jersey	16									
3	95,089	54,217		New Mexico	3									
47	2,534,959	1,937,963		New York	47									
13	497,566	208,344		North Carolina	13									
4	178,350	71,772		North Dakota	4									
26	1,301,695	1,227,679		Ohio	26									
11	516,468	188,165		Oklahoma	11									
5	213,871	136,019		Oregon	5									
	1,295,948	1,453,540	36	Pennsylvania	36									
4	146,604	115,266		Rhode Island	4									
8	102,347	1,978		South Carolina	8									
4	183,515	99,212		South Dakota	4									
11	259,817	126,806		Tennessee	11									
23	760,348	97,959		Texas	23									
4	116,750	84,795		Utah	4									
	56,266	78,984	3	Vermont	3									
11	203,979	89,637		Virginia	11									
8	353,260	208,645		Washington	8									
8	405,124	330,731		West Virginia	8									
12	707,410	347,741		Wisconsin	12									
3	54,370	39,583		Wyoming	3									
472	22,821,857	15,761,841	59	TOTAL	531									

SCORE SHEET For the 1936 Presidential Election

anner indicated in the first column (showing the 1932 results). A total of 266 Electoral Votes is needed to win.

t	Returns at 11 P. M.				Returns at 12 P. M.				Returns at 1 A. M.				STATE Elec- toral Vote	
	REPUBLICAN Popular	E.V.	DEMOCRATIC Popular	E.V.	REPUBLICAN Popular	E.V.	DEMOCRATIC Popular	E.V.	REPUBLICAN Popular	E.V.	DEMOCRATIC Popular	E.V.		
													Alabama	11
													Arizona	3
													Arkansas	9
													California	22
													Colorado	6
													Connecticut	8
													Delaware	3
													Florida	7
													Georgia	12
													Idaho	4
													Illinois	29
													Indiana	14
													Iowa	11
													Kansas	9
													Kentucky	11
													Louisiana	10
													Maine	5
													Maryland	8
													Massachusetts	17
													Michigan	19
													Minnesota	11
													Mississippi	9
													Missouri	15
													Montana	4
													Nebraska	7
													Nevada	3
													New Hampshire	4
													New Jersey	16
													New Mexico	3
													New York	47
													North Carolina	13
													North Dakota	4
													Ohio	26
													Oklahoma	11
													Oregon	5
													Pennsylvania	36
													Rhode Island	4
													South Carolina	8
													South Dakota	4
													Tennessee	11
													Texas	23
													Utah	4
													Vermont	3
													Virginia	11
													Washington	8
													West Virginia	8
													Wisconsin	12
													Wyoming	3
													TOTAL	531

Watch Reo!

COMMERCIAL transportation news of world-wide interest will be released by Reo in leading national publications the week of November 11. . . . Watch for it! . . . Look for the most important announcement in Reo's 32 years of brilliant achievement—marking the first in a series of history-making steps that follow Reo's decision to specialize in commercial transportation exclusively. . . . Introduction of the original Reo Speed Wagon years ago revolutionized commercial transportation in that era. Reo's forthcoming announcement of a new commercial vehicle meets "the challenge of a new day"—a day of intense competition in which lasting economy and dependability are factors of prime importance. . . . To industry and commerce—to automotive dealers everywhere—Reo's announcement of November 11th will be news. Look for it. Watch Reo! REO MOTOR CAR COMPANY, LANSING, MICH.



PICTURES FOR ALL AT FIVE DOLLARS

Charles Boni Markets Accurate Prints of First-Rate Artists

Not every avid reader can afford all the books he wants; not every art lover who stands hours on end before the world's great paintings can carry one home.

Last week, Charles Boni, the author-publisher who put classic literature within reach of the many (Little Leather Library, Modern Library), solved the problem of bringing art into many a home of moderate means. His plan, incorporated under the title *Living American Art*, embraces simultaneous exhibitions in 250 or more cities.

Demand—Like many a good idea, this one stemmed from another plan. Three years ago, Boni made a survey of the print field in the United States and found it a lively market, with the demand far exceeding the supply. Good prints of modern French paintings were selling well at fairly high prices. But the American painters had yet to be reprinted, possibly because all the good print-makers were in Europe.

Boni decided to sell American art to Americans in a typically American way: the mail order plan. From an illustrated catalog and price list, people could buy pictures in the same way they ordered clothes, furniture or kitchen-utensils.

But the more he played with the idea, the more he realized it wasn't quite up to snuff. People might buy a stove from a catalog, sight unseen, because they needed a stove. But art hasn't reached the point where it is a necessary commodity. It has to be seen to be wanted. So Boni decided to display what he had to sell and then let *Uncle Sam's* post-office system take care of the orders.

Supply—Last February, with seven wealthy art-loving stockholders, he incorporated his firm to bombard the country with a broadside of prints that were exact, perfect reproductions of paintings by popular, living American artists. The show windows for the prints were to be libraries, art-centers, schools and colleges.

Fifteen thousand circulars went out to such prospective show-windows, explaining the plan. *Living American Art* proposed to print four sets a year, of twelve prints each, to sell for \$5 apiece. The house of



© Living American Art, Inc.

"High Yaller," by Reginald Marsh

Max Jaffe in Vienna, collotype perfectionist, was doing the printing, assuring prints indistinguishable from the original, except on the closest inspection.

The purpose in setting the price low, Boni explained, was "because we believe that the fine picture should be made available to every one, and that the sales will be large enough at this price to provide a living for artists." Boni himself naturally does not expect to make a great deal out of the venture.

Payment—In the series of forty-eight prints, no artist is represented by more than one picture, and there are only 1,000 copies of each print available. With the artist receiving a royalty of 25 cents, simple arithmetic brings the total to \$250—scarcely a living, but a welcome addition to any one's income.

Of the 15,000 invitations that went out, more than 200 acceptances returned in a few weeks. Libraries, schools, and museums in every State of the Union but

Nevada and Idaho showed the first issue of twelve last week, with enthusiastic results. Each institution exhibiting the show automatically commits itself to buy at least one print from each issue, which in many cases may serve as a nucleus for an art collection.

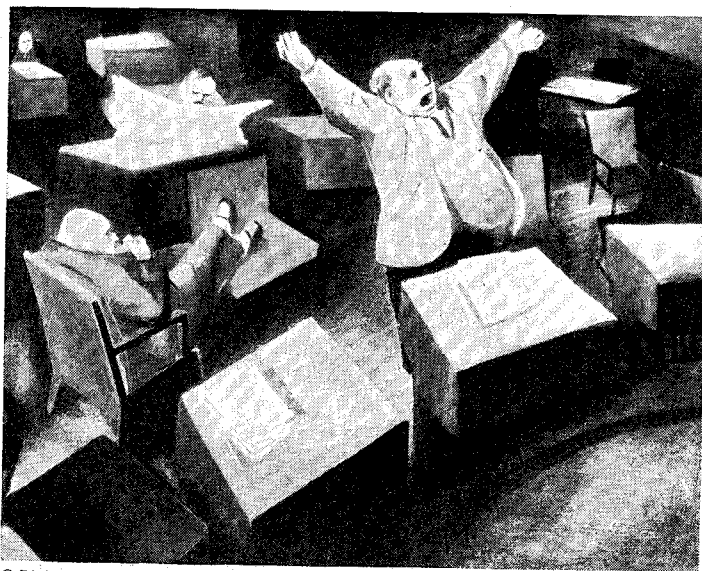
Artists—Altho every one of the artists represented is well known in American art-centers, many people in smaller communities gazed for the first time on the works of Peggy Bacon, Aaron Bohrod, Louis Bouche, Guy Pene du Bois, William Glackens, William Gropper, George Grosz, Yasuo Kuniyoshi, Rico Le Brun, Reginald Marsh, John Sloan and Raphael Soyer. The other thirty-six selected this year will be announced on publication in December, February and April.

The jury, composed of four outstanding American artists—Louis Bouche, Alexander Brook, Adolf Dehn and Hughes Mearns—chooses the paintings for their quality and not with an eye to what will appeal to popular taste. They are barred from selecting nudes for the collection because of the large proportion of schools which are exhibiting the pictures. Nudes by long dead masters are permitted for study, but nudes painted by living artists are not.

Process—*Living American Art* prints receive a far greater degree of pampering than those that have sold for higher prices. They are actually sent to the print-shop in Vienna—many others merely have been photographed on their home-grounds—where the prints are checked for complete accuracy of color and line. So perfect is the reproduction that artist Glackens commented that his "Beach at Annisquam" looked exactly as he had painted it eighteen years ago. "It has more life than the original possesses to-day," he said.

Boni admits that hanging heavily over the first group of twelve was the matter of availability. Museums and private owners are perfectly willing to lend their pictures for reprint purposes now that the idea has got under way, but before it started and received any notice, many were afraid to risk lending their prize-possessions. Hence the first group is not too representative.

Plans—The organization promises the remaining three dozen will be reproductions of better known American paintings. Eventually—next year, it hopes—there will be included promising, as yet unknown artists, who deserve a place in such an undertaking. The group will buy no pictures, but when the jury discovers a painting by



© Living American Art, Inc.

"The Senate," by William Gropper



© Living American Art, Inc.

"The Flower Vendor," by Raphael Soyer

such an artist it will make every attempt to add it to the collection.

Almost unanimously, the artists whose works have been selected are high in praise of the plan. They are in no way afraid it might eliminate the sale of originals, but feel indirectly it may help promote them by the interest it obviously will create.

NEW BOOKS: The Advantages of Being Neurotic; Thumbing Other Works

Be Glad You're Neurotic. By Louis E. Bisch. 201 pp. (New York: Whittlesey House; \$2.)

"Be glad you're a neurotic," proclaims Doctor Bisch, "to be normal is nothing to be proud of."

Poor *Henry Smith*! He's just *normal*. He can never really know the satisfaction of a good soul-shaping discouragement. He can't get upset because a bus-driver snarled at him on the way to work. Even if he tried, he couldn't worry about being a pretty inferior creature. Poor *Henry Smith*!

This turn of the worm is accomplished in Dr. Louis Bisch's new book. No more are the neurotics—the people who theorize, read books, plan to reform the world—in hiding. They are rallying around the learned Doctor.

Average Normal—Look, he says, at the mess the normal folk have made of the world. They work hard, and then take up strenuous games for relaxation. If they can manage it, they marry for money. They think it's a crime to be caught stealing.

And what do they read? They enjoy accounts of thrill murders. They look at advertisements of dandruff, excessive perspiration, cough remedies. All they're concerned with is their creature comforts. No, says the champion of the neurotics, to be normal is nothing to brag about.

Average Neurotic—Of course there are drawbacks in the make-up of the average neurotic. Before he can be a world-buster like the eminently successful Mussolini or Hitler—two of the most prominent of neurotics—he must rid himself of all hampering neurotic traits and keep only the good ones.

The candidate usually knows more about himself than his normal friends and relatives do because he spends a good bit of his time thinking about himself. But for all his self-study, he is mixed up and very self-conscious. If a dinner-table silence is broken by a giggle from a younger member of the family, he's sure they're laughing at him. He takes everything personally, down to the minister's least fiery sermon. Everything and every one is trying to shame and humiliate him. Try as he will, he just can't reason himself from this belief.

If he isn't all wrapped up in self-pity, he may feel quite independent. He can do without other people. He won't borrow money from them. There's a very pleasant day-dream he often has about what he would do in the boss's place. He'd run the office—! Or maybe he wouldn't. After all, every one he knows has gone ahead much faster than he.

Typical Case History—This is where Doctor Bisch steps in. He points out that the most important thing is for this unhappy neurotic to remember that he'd have become a neurotic no matter where he was born, no matter how much intelligence he had.

The to-be neurotic had an unusually

HOW NEUROTIC ARE YOU?

Directions: The two columns for checks are for the first and second parts of each question, respectively. If the question has only one part, check both columns if the answer is "yes," neither column if the answer is "no." Add up the checks (both columns). No checks at all makes you 100 per cent. normal; fifteen checks makes you 85 per cent. normal; between fifteen and thirty indicates a semineurotic. A person whose total is above thirty is probably suffering from a neurosis.

	YES	YES		YES	YES
1. Are you OVERSENSITIVE or AFRAID to MEET PEOPLE?			27. Do you LACK SELF-CONFIDENCE or feel you would like to be a CHILD AGAIN?		
2. Do you AVOID SOCIAL CONTACTS or REMAIN too much by YOURSELF?			28. Do you often feel that PEOPLE or YOUR SURROUNDINGS ARE UNREAL?		
3. Do you indulge in SELF-PITY or tend to PAMPER YOURSELF?			29. Are you UNABLE TO HOLD ANY JOB FOR LONG?		
4. Are you given to SELF-ACCUSATION or to feelings of GUILT?			30. Are you exceptionally ORDERLY or unusually DISORDERLY?		
5. Are you quick to make EXCUSES for yourself or DEFEND YOURSELF before others?			31. Are you OVERCAREFUL in DRESSING or do you spend an excessive amount of TIME BEFORE THE MIRROR?		
6. Are you OVERCONSCIENTIOUS to the point where it annoys you?			32. Do you consider yourself a PHYSICAL COWARD or do you LIE even when it is not necessary?		
7. Do you feel REPRESSED or feel that you could do CREATIVE WORK?			33. Are you SUPERSTITIOUS or do you adhere to any CULT of any kind?		
8. Any feelings of ANXIETY or IMPENDING DANGER without knowing why?			34. Is the influence of a PARENT or ANY RELATIVE unusually strong?		
9. Are you given to WORRY WITHOUT JUSTIFICATION or are you forever concerned about WHAT PEOPLE THINK?			35. Do you frequently make ERRORS or do things you CONSIDER FOOLISH?		
10. Are you convinced, but without justification, that you are either INFERIOR or SUPERIOR to others?			36. Any COMPULSIONS such as looking into closets, under the bed, . . . or are you unable to overcome any BAD HABITS, such as . . . tobacco, alcohol, etc.?		
11. Do you suffer from SELF-CONSCIOUSNESS?			37. Have you a haunting DREAD OF DEATH?		
12. Are you assailed by the habit of DOUBT, not knowing what is best to do or are you unusually SUGGESTIBLE?			38. Have you a passion for COLLECTING THINGS or do you QUICKLY TIRE and GET RID OF your belongings?		
13. Are you JEALOUS or SUSPICIOUS of others?			39. Do you FEAR THE DARK or any of the FORCES OF NATURE or suffer a DREAD OF INSANITY?		
14. Are you extremely CRITICAL of others or DIFFICULT to PLEASE?			40. Do you think about committing SUICIDE or entertain other MORBID IDEAS?		
15. Are you unable to MAKE or HOLD FRIENDS?			41. Do you feel UNCOMFORTABLE IN CLOSED PLACES such as elevators, subways, etc., or when traversing OPEN SPACES such as fields, plazas, etc.?		
16. Do you EXAGGERATE trifles or unduly MINIMIZE important things?			42. Do you DISLIKE HIGH PLACES such as mountains, tall buildings, etc., or do you have an IMPULSE to jump off?		
17. Are you either DEPRESSED or unduly OPTIMISTIC without cause?			43. Any unreasonable FEAR OF GERMS or has CLEANLINESS become an OBSESSION?		
18. Are you continually DISSATISFIED or upset by MENTAL CONFLICTS?			44. Are you IRRITABLE or given to TEMPER TANTRUMS?		
19. Do you PREFER the society of the SAME SEX or DISLIKE THE OPPOSITE SEX?			45. Is your CONCENTRATION or MEMORY poor?		
20. Are you "HEART-HUNGRY" or do your SEX DESIRES TANTALIZE?			46. Are you easily FATIGUED or do you feel you must ALWAYS "BE ON THE GO?"		
21. Do you DISLIKE CHILDREN or feel ANTAGONISTIC toward MARRIAGE?			47. Do you find it DIFFICULT to RELAX or do you suffer from INSOMNIA?		
22. Do you DAY-DREAM a great deal or do you FAIL TO TRY to make your ambitions come true?			48. Do you have frequent HEADACHES or are you generally UNSTABLE EMOTIONALLY?		
23. Have you LOST INTEREST IN CURRENT EVENTS or do you feel DISGUSTED WITH THE WORLD?			49. Do you have DISTURBING DREAMS or do you tend to OVERSLEEP?		
24. Do you tend to be RADICAL just to be different or are you stubbornly CONSERVATIVE?			50. Have you PHYSICAL SYMPTOMS that doctors claim are IMAGINARY?		
25. Have you become generally FAULT-FINDING or CYNICAL?					
26. Have you LOST AMBITION or do you feel your LIFE has been a FAILURE?					
			Totals (add both columns) . . .		

(Table from "Be Glad You're Neurotic," by Louis E. Bisch)

Can you RELAX?



PERHAPS, at this moment, you are frowning or hunching your shoulders, clenching your hands or holding your neck stiffly. Do you notice any physical strain? Now let the muscles go limp for just three minutes and notice how much "smoother" you feel.

When the muscles relax, the nerves to and from those muscles are relieved of tension and get much needed rest. If you are nervous and high-strung, the chances are that some of your muscles are tightened and are wasting your nervous energy.

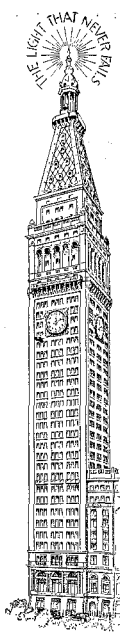
In this high-speed age, "nervousness" is becoming more and more common. Too many people work, play, travel—even sleep—under tension. They pay little attention to fatigue until they near exhaustion.

You may not realize what a severe toll tightened nerves will take. Long continued high tension is often associated with high blood pressure, heart symptoms, intestinal disorders, insomnia or nervous

irritability. One of the first signs of nerve tension is irritability, most likely to occur during the years when you strive with all your might to reach your goal.

Some persons can relax naturally, but for the majority it is an ability to be acquired only by practice. If you are one who cannot relax easily, try lying down regularly each day and train yourself in relaxing groups of muscles—those of the hand, arm, or face—until you can relax the entire body. When not called upon to work, every one of your muscles should be thoroughly relaxed.

Muscular and nervous tension can in many cases be overcome by a hobby or some healthful game, or by sufficient rest or massage. Warm baths may be helpful. But if, despite your best efforts, you are unable to relax, see your doctor. Most likely he will soon find the cause of your difficulty and start you on the road to better health.



Keep Healthy—Be Examined Regularly

METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, Chairman of the Board ~ ONE MADISON AVENUE, NEW YORK, N. Y. ~ LEROY A. LINCOLN, President

© 1936 M. L. I. CO.

large emotional capacity. When he wanted something, he didn't stop until he got it. In this process of demand and denial his tender feelings were hurt. Later, when nature conveniently erased the traces of these encounters from his memory, she left him a shell to crawl into when things wounded him.

As the junior neurotic grew, he used his shell more and more. Unfortunately, tho, it wouldn't stretch around everything. It left him with a waxing sense of guilt. If, as a business man, he drove a competitor to the wall, he worried himself sick over it. His tough-minded friend, also engaged in a life-crushing process, passed it over with "business is business."

This *Achilles* heel grew sorer and sorer. Almost everything he did piled up his sense of guilt and inferiority. He fell in love with the wrong people. In the back of his mind



Dr. Louis E. Bisch is glad to be neurotic

was a skulking feeling of unworthiness because his education wasn't as good as that of his friends.

Weeding-Out Process—This is the neurotic to date. And here is where the first chance to become a world-beater arises. The sense of inferiority gives the neurotic a sharp desire to make himself superior. But before he can gage himself to real activity, there are some barriers to be broken down. "Am I losing my mind?" the nerve-racked one asks the doctor.

"Nonsense!" snorts Doctor Bisch. There's no mind-losing going on, he assures the neurotic, and there isn't going to be any.

The awareness that something is wrong is, in itself, a healthy sign. It means that the subconscious mind is concerned over some unnoticed happening. It may be worried over the state of the body's health and reveal its anxiety by a nightmare of a devil pinching the sleeper with hot tongs, to indicate the approach of a high fever. The all-solicitous subconscious frequently forgets names of people it doesn't like. It sees to it that umbrellas are left behind in houses where another visit would be enjoyed.

By catching hold of these signals from the lower depths, the neurotic can get some valuable tips. Sleepless nights may be used for superclear thinking. Dreams should be harnessed up for use. One chemist uses his sleeping hours to gather tips from his subconscious on the solution to his laboratory problems.

The last drop of juice should be extracted before the dream is tossed aside as worth-

less. One astute subconscious mind helped a very worried man meet a bank-note falling due. Try as he might, he couldn't think of any one who would lend him the money. Then his subconscious suggested an aged aunt whom he hadn't seen in years.

With dreams subject to careful scrutiny, it remains only to check on the glandular set-up of the neurotic before launching him on his success adventure. Since glands are key-stones to the personality, they are best left to the ministrations of a doctor.

Success-Story—All tuned up, the neurotic may start on his road to fame. It remains only to warn him that he must, at all costs, be flexible. Primo Carnera's adaptability took him from a carpenter's bench to the fight-ring. He was a contented carpenter until his size so impressed the manager of a circus that he was offered a job as strong man. Carnera was good and a sports promoter matched him against an experienced boxer. A knock-out in the third round, and Carnera was established.

The best phrase to guide the neurotics is that of the Scouts—"Be Prepared!" This may be attained by experiencing all the vicarious shocks possible through the reading of fiction dealing with shipwrecks and the unforeseen. Then, should something come like serious ill health, that's fine. There are probably only two creative workers of world fame—Goethe and Leonardo da Vinci—who weren't sick most of the time they were doing their best work.

Summing up, the best advice for the to-be successful neurotic consists of five short rules. These Doctor Bisch lists, and sets the ex-jitterer on the road to success.

The Author—For his part, Doctor Bisch has a mildly neurotic temperament and is properly grateful for it. It has enabled him to take a number of hurdles with ease. He was graduated from Columbia University as a Bachelor of Arts, Doctor of Philosophy and Doctor of Medicine. While a practising psychiatrist and physician, he has written three books and two plays and numerous magazine articles. "Be Glad You're Neurotic" was designed as a "book of hope" for the people who have been fitting their square shapes into round holes.

Thumbing the Books

Bird-Man—"Audubon." By Constance Bourke. (Harcourt, Brace; \$3.) The Book-of-the-Month Club selects a fairish life of America's ace bird-painter. The book's best passages are extracts from the salty diary of Audubon. Illustrated with some of his most beautiful plates, in color.

Olympiads—"The Story of the Olympic Games." By John Kieran. (Stokes; \$3.50.) The complete and fascinating story of the Olympics since their start. Filled with anecdotes for sport fan and general reader.

Canary City—"Canary." By Gustav Eckstein. (Harper; \$2.50.) The author of "Lives" returns with an absorbing account of how canaries live when unimportant humans aren't around to bother them.

Reporter-at-Large—"News from Tartary." By Peter Fleming. (Scribner; \$3.) The story of a seven-months' trip across China, centering on Tartary, scene of international intrigue and possibly the key to Asia's future. Well told and exciting.

Mob-Rule—"Death in the Deep South." By Ward Greene. (Stackpole; \$2.) A murder story with a sociological twist which makes it one of the season's best interpretations of the current scene.

The Lexicographer's Easy Chair

(TITLE REGISTERED IN U. S. PATENT OFFICE)

As this Department receives a great many more inquiries than it can publish, only such of these as appeal to the Editors as of general interest to the greatest number of Readers are printed.

To decide questions concerning the correct use of words for this column, the Funk & Wagnalls New Standard Dictionary is consulted as arbiter.

Readers who require immediate attention will receive it if they enclose a stamped return envelop. No notice will be taken of anonymous communications.

at one.—"S. Y. H., N. Emporia, Va.—The idiom *at one*, meaning "in agreement or accord; in harmony; of the same nature," is very old. It has been traced to the beginning of the 14th century, and the fact that several records of its use at that period have been preserved makes it probable that actual use was much earlier. Chaucer used the idiom in "The Clerkes Tale," in describing the tact and diplomacy of Griselde: "If gentilmen, or other of that contree Were wroth, she wolde bringen hem *at on*"—(she would bring them *at one*).

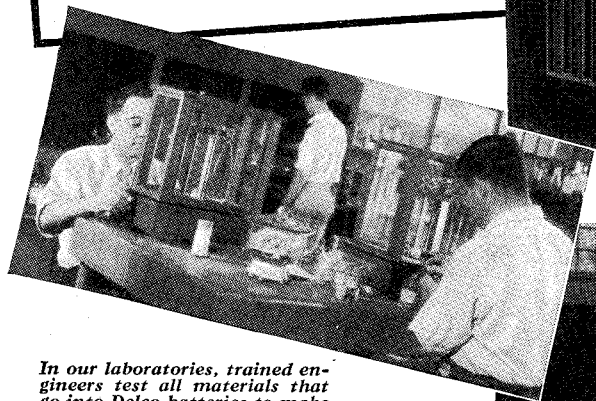
In the idiom, the preposition *at* has the sense, "in a state or condition of"; hence, the idiom may be resolved into the terms, "in a state of unity or harmony."

The frequent use of the idiom in such expressions as, "to set *at one*, to make *at one*"; the earlier use of *one* as a verb with the meaning "to unite"; the development of the term *onement*, meaning unity, and the accompanying adverbial phrase, *at onement*, and finally, the 16th century pronunciation of *one* as a rime with *tone*, all brought about very simply the compound word *atonement*, which in its original sense meant nothing more than agreement, harmony, unity of feeling. This development, and the subsequent verbal term *atone*, with its first sense of "to be or to make *at one*, unity" (Shakespeare and others wrote it *attone*), occurred in the 16th century. These senses of *atone* and *atonement* are now archaic. Gradually the idea of becoming in unity, especially with God, drifted into one of reconciliation, and especially into that of effecting a reconciliation or of restoring friendly relations (as with God) through expiation. Hence, today the usual senses of *atone*, the senses in which it is most commonly employed, are: "To make expiation for; to render satisfaction for; to make amends for."

Gruyere.—"G. S. T., Cynwyd, Pa.—This term is pronounced *gru'yere'*—*gru* as *grew* in English, and *yere* as if it were written *yare*, the last three letters being given the same sound as they have in *fare*.

tennis.—"F. D., Union City, N. J.—The game of *tennis*, or *lawn-tennis* as it was then always called, was introduced into the United States in 1874, or within a year after the modern game was initiated in Great Britain. The originator of the game, Major Walter C. Wingfield, introduced it at a garden-party at Nantclwyd, Wales, in December, 1873, tho he called it *Sphairistike*, a term of very short life. The game was immediately popular. Within a few months, the game was introduced into Bermuda, and in the spring of 1874, Miss Mary E. Outerbridge brought a net, rackets, and balls from Bermuda to New York. The first court in the United States was laid out on the grounds of the Staten Island Cricket and Baseball Club.

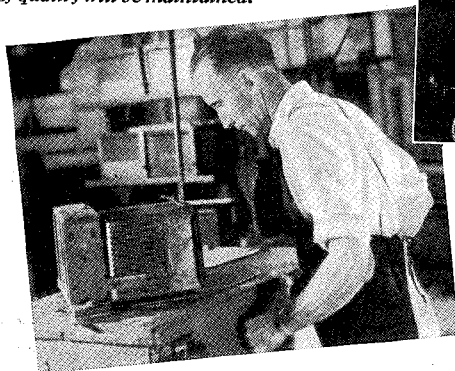
Get a DELCO and be SURE



In our laboratories, trained engineers test all materials that go into Delco batteries to make sure that the Delco-Remy standard of quality will be maintained.

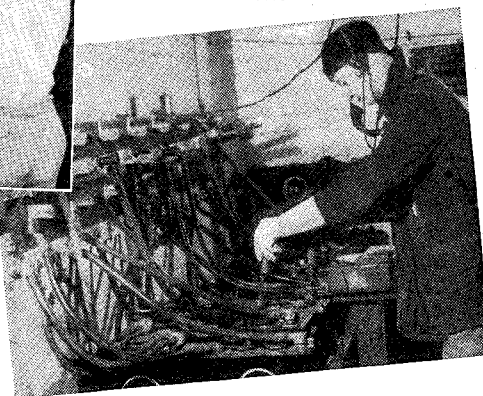


In the "cold room," Delco batteries are tested for performance in sub-zero temperatures to insure ample capacity for quick starting in the coldest weather.



Every Delco battery is given a rigid final test before leaving the factory to determine that it is fully charged, and functions properly.

Every genuine hard rubber battery case is subjected to a 24,000-volt electrical test to determine that there are no defects.



When your Delco battery leaves the factory it is as nearly perfect as human hands . . . modern machines . . . and sound engineering can make it. The tests and inspections to which it has been subjected at each stage of manufacture assure absolute dependability, full capacity, and long life. As a further assurance of quality, all Delco batteries, from raw materials to finished product, are built in the plants of Delco-Remy—world's largest manufacturer of automotive electrical equipment; they are

backed by a quarter of a century of automotive electrical engineering experience. Delco batteries serve more than five million motorists daily in every clime and country, and are standard equipment in all General Motors cars. With cold winter days just around the corner, get a Delco and be sure!

Delco-Remy

MANUFACTURERS OF DELCO-REMY
STARTING, LIGHTING, AND IGNITION
KLAXON HORNS • DELCO BATTERIES
AUTOMATIC CARBURETOR CONTROLS.



DELCO-REMY PRODUCTS AND GENUINE PARTS ARE AVAILABLE AT UNITED MOTORS SERVICE STATIONS EVERYWHERE. WHEREVER YOU SEE THIS SIGN.

**YOU CAN'T
BOIL WATER
OVER A MATCH**



**AND FOR
THE SAME
REASON
YOU CAN'T HEAT
YOUR CAR WITH A
LUKEWARM HEATER**

When Winter howls outside—you want a heater *inside* your car that takes full advantage of the hot water from your engine. The new Arvins do this—they are truly High-Temperature heaters. The huge radiator cores circulate hot water fast—and give you full benefit of the heat. The continuous temperature control switch and full-turn circular deflector enable you to regulate the heat in coldest winter weather. And now for as little as \$9.95, you can enjoy High-Temperature Arvin comfort. Arvins are sold by garages, car dealers and service stations everywhere.



NOBLITT-SPARKS INDUSTRIES, Inc.
Columbus, Indiana . . . Also makers of the
Arvin Radios for your car and for your home
DOLE THERMOSTATS ASSURE MAXIMUM HEATER EFFICIENCY

YOU'LL BE Warm WITH AN
ARVIN
HIGH-TEMPERATURE HOT-WATER
Car Heater

Topics in Brief

IT TAKES a mighty good bookkeeper to make a deficit look like a surplus.—*Otis Lorton in Tulsa (Okla.) World.*

THE ONLY WAY to prevent hatred of the upper class is to restore everybody's chance to get in it.—*St. Louis Star-Times.*

IF AL SMITH keeps going in the direction he's headed, first thing we know it will be A. Emanuel Smythe. — *Winston-Salem (N. C.) Journal.*

AFTER HANDLING five stars noted for temperament, the director of a new picture is off to Europe for a rest. To Spain, no doubt.—*Portland Oregonian.*

SECRETARY Frances Perkins has said the manufacture of Model T Fords should never have been stopped. Now who is horse and buggy?—*Toledo Blade.*

SEVERAL TIMES in life the average man faces the difficult problem of trying to decide which will cost less: To tell the truth, or hire a lawyer.—*Washington Post.*

THE CHILDREN of "trailer families" have become a school problem in California. It is humiliating when a third-grader begins teaching the teacher geography.—*Detroit News.*

FIGURES show that the average beard grows only six inches a year—conclusive proof that the country could not turn *Bolshevik* over night.—*Boston Evening Transcript.*

THE STATE of Indiana* is to put out a dental car to look after the children being raised in trailers. Somebody is always taking the joy out of life.—*Buffalo (N. Y.) News.*

A ONE-STRING ukulele is something new in musical instruments, but, as Groucho Marx once complained of a whispering tenor, you can still hear it.—*Portland Oregonian.*

THE HEARTS of all A.E.F. veterans go out to the warriors of Spain. As shown in the photos, the uniforms still run in two sizes—too large and too small.—*Richmond Times-Dispatch.*

FRANK KNOX may be a little on the verbose side, but he has to do his talking now. After the election, win or lose, he will belong to the ages.—*Howard Brubaker in The New Yorker.*

AUSTRIA now claims to have an undisputed dictator. A dictator usually means a little less trouble for the present with possibilities of a great deal more for the future.—*Washington Evening Star.*

HOLLYWOOD points out that radical changes in fashions in women's clothes prevent the reshowing of many old films. Here's where the nudists can smile.—*Arkansas Gazette (Little Rock).*

SOMEBODY has suggested an All-American Football Week, to be observed in the middle of the season. The Pan American Coaches Week, we suppose, will come, as usual, just after its close.—*Boston Herald.*

THE CANNY working girl knows it is one thing to be wed and quite another to be fed.—*Winston-Salem Journal.*

NEW WAY of spending the winter: Trying to explain to somebody, who also doesn't know, just how the value of the franc will be regulated.—*Cincinnati Enquirer.*

DISSENSION in the City Hall has brought on a situation in which New York may be without needed snow-removal equipment. What's this, boys—no slush fund?—*H. V. Wade in Detroit News.*

WE SHOULD like to read of a candidate who began his speech: "I am full of regret at being in this State, the most unpleasant meteorologically, and the most disgraceful governmentally. I cannot get back home fast enough."—*F.P.A. in New York Herald Tribune.*

A DISPATCH from Warsaw reports that a man has been sentenced to two-years' imprisonment for shooting and wounding a bridge partner who, when dummy, insisted on talking. No mention is made of the punishment meted out to the dummy.—*Jackson (Miss.) News.*

WALLACE says two years of bumper crops on unrestricted acreage would bring us thirty-cent wheat again. This would also be a sad blow to the other countries from which we have been importing wheat under the Wallace régime—not at thirty cents.—*Kansas City Star.*

PRESIDENT ROOSEVELT has all the luck. When he arrived in the drought belt, rain immediately began to fall. A similar downpour greeted Governor Landon when he arrived in Chicago, but what the populace wanted was a frost to kill the mosquitos.—*Chicago Daily News.*

THE NEW YORK police say there are big poker games going on in so-called poker flats, in which the players are all housewives. It's got so that a husband can't go to the horse-races any more without worrying whether his wife will have money to lend him when he returns.—*H. I. Phillips in New York Sun.*



THE POSSIBILITIES ARE UNLIMITED
—Elderman in Washington Post

Parade

"When I get out of the hospital, I'm going to eat so many oysters I'll probably be sick all over again," promised **Gertrude Michael**, recuperating film actress. "After being in Hollywood, who wants to come East and not get a tummy full of blue-prints?"

* * *

Unlike the bards of old, 1936 poets like and insist upon the best of food, says **Joseph Auslander**, modern verse writer. He added that the average diet can not be complete if it doesn't include Keats, Marlowe and Spenser.

"A poet of this caliber is a gourmet of esthetic foods, and in his Gargantuan mouth he chews long on the cud of words and crushes them like grapes against his tongue.

"He tastes life; he has a palate for sensation and a tongue for truth."

* * *

"England's getting along all right," commented **Sir Ronald Lindsay**, returning British Ambassador. "I think there are many who are making money; of course, making money with reservations. There are bright spots, bright spots in some of the districts, you know."

* * *

Satire has declined in the writings of young Americans, believes **Theresa Helburn**, Director of the Bureau of New Plays. This organization is just closing a nation-wide contest for plays by college students and recent graduates. "History and social problems seem to be interesting the young authors mostly," she averred. "Very few of the plays are hopeless. . . ."

* * *

This year's turkeys, bowing to Hollywood influence, will be stream-lined, according to Chicago poultry wiseacres. American housewives will be offered svelt birds in November, more tender, less obese. More than 45,000,000 pounds, representing 2,500,000 head, will be available for Thanksgiving day feasts. The American Poultry Industries looks for a record year in young hen turkeys, toms, young toms and live birds.

* * *

"Golf is the most popular sport in India, particularly for civilians," asserted **Harry Graham Smith**, twice amateur champion of India.

"All the caddies are barefoot natives, and whenever they have to pick up a ball, they do it with their toes. . . . Most players use two caddies. I don't, because I don't lose balls."

* * *

In the interest of world peace, all martial music should be outlawed from society, believes **Richard Himmer**, orchestra leader. "To further the cause of international peace and to prevent the recurrence of another great international war, orchestra leaders should pledge themselves not to play any martial music," he said.

* * *

Pearly teeth, as an expression, was put into the discard by **Dr. Richard C. Leonard** of Baltimore. "In the first place, normal teeth, even when scrupulously clean, are seldom white. They are delicately shaded in various tints of gray or yellow, fitting in with the tints of the skin. To attempt



Gertrude Michael . . . wants oysters

to make them dazzlingly white is to strive for the unnatural."

* * *

"Our desire is to educate the public to enjoy and preserve the onion aroma, which we feel is as pleasing as that of the rose—if you look at it right," declared **A. W. Lockwood**, Secretary of the National Committee to Lift the Onion Eater from the Category of Social Lepers.

* * *

"I am taking a modest position," said **M. Robert Guggenheim, Jr.**, twenty-five-year-old scion of mining millions in Salt Lake City, "but I hope some day to be a Director. I want to get started while I am still young."

The grandson of the founder of the Guggenheim fortune then headed for Hollywood.

* * *

Since writing the explanatory text for a photography book, "Five Cats From Siam," **May Lamberton Becker**, has been consulted on many feline matters.

"I have been asked to arrange Siamese marriages and could have started a Siamese cat shop. I feel quite sure, on the demand for cats. I have been called up in the middle of the night to give the addresses of veterinarians and one man from



© International

Mother dresses daughter for her debut: Frances and Fannie Brice, both in the "Follies"

the Canal Zone wanted me to get together an assortment of animals so that he could pick them up on his way West, where he was going to establish a cat farm on the strength of the book."

* * *

"Frankly, I'm doing it for cash," said **Mrs. Alexander C. Forbes**, Boston social leader and third cousin of President Roosevelt, when found singing in a prominent night-club.

* * *

"One of the things I learned in America," said **Edouard Bourdet**, French playwright-producer, "is the absence of traditional reactions in American audiences. Americans are frankly interested in the performance they are attending without any thought about the reputation of the writer or the play.

"If they don't like the production, they show it."

* * *

Blonde, slender, nineteen-year-old **Polly Forbes Johnson**, New York college girl, returned on the Grace Liner *Santa Rosa* from a 6,000-mile motorcycle tour to Mexico and Guatemala.

From President Ubico of the latter country she received a motorcycle in appreciation of her solo trip.

* * *

"There isn't any reason for my bread diet," declared **M. A. Ryan**, forty-two, "except that I just don't have any desire to eat those other things." Resident of Columbus, Ohio, and weighing 175 pounds, he has never tasted meat, fish, eggs, cheese, potatoes, peas, beans, carrots or tomatoes. Occasionally in the spring he samples slicked and salted cabbage. Otherwise it's all bread for him, with occasional butter and milk.

* * *

Exactly eighteen days, fourteen hours, fifty-six minutes, fifty and two-fifths seconds after he left his office, **H. R. Ekins**, flying reporter for the Scripps-Howard newspapers, completed his trip around the world. During the trip he traveled 24,720 miles. Arriving at the *World-Telegram* Building on New York City's Hudson River, he was greeted by a large crowd, toasted with champagne by fellow newspaper men. One of his first actions was to change his shirt, not having had a clean one since he left Manila.

"This is the first time I have ever seen Bud wearing a dirty shirt in all his life," laughed his mother.

"Except probably when he's at work in the garden."

* * *

Tall, slender **Mrs. Harrison Williams**, prominent American society woman of two continents, was again called "The Best Dressed Woman in the World" by Paris stylists. Affecting bright colors and possessing famous furs and jewels, Mrs. Williams spends around \$15,000 on clothes every year. She won the same title in 1933 and 1934.

* * *

Before going on the stage herself as principal comedienne of the "Ziegfeld Follies" recently, **Fannie Brice** stopped to greet a new dancing member of the company at the Winter Garden in New York. It was her daughter Frances—seventeen-year-old Dalton School student. After dinner and before starting home-work several nights a week, Frances appears in the chorus at the theater. She hopes to continue on the stage.

Americans Love Modest
Luxury...that's why they

Sail American on the Washington Manhattan



The pleasant surroundings that make America so fine a place to live are yours on the *Washington* and *Manhattan*. Their broad decks and large public rooms offer real spaciousness. This enjoyable travel is offered for low fares. Cabin Class on the *Washington* and *Manhattan* \$172. Tourist \$116. Third \$84.50. And on the popular *President Harding* and *President Roosevelt*, Cabin Class is \$129, Third \$82.

A Sailing Every Wednesday at Noon to
Cobb, Plymouth, Havre and Hamburg

Also "American One Class" ships fortnightly to Cobb and Liverpool. American Merchant Lines weekly direct to London. \$100 one way, \$185 round trip.

Tell your travel agent you want to SAIL AMERICAN

No. 1 Broadway; 601 Fifth Avenue, New York

United States Lines

The Key to Comfort in
NEW YORK CITY
HOTEL GOVERNOR CLINTON
\$3.00 Daily Write for Booklet L
1200 Rooms... all with bath and radio
7th Ave. and 31st Street, New York City
Opp. Penn Sta. Under Knott Management

VALLEY OF THE SUN
A Paradise under
WARM, WINTER
SUNSHINE

● Spend an unforgettable winter vacation in the warm, dry, summery climate that has made the Valley of the Sun world-famous. You'll enjoy every single carefree minute here, whether your preference is for exercising strenuously or resting lazily in the shade of a swaying palm. Accommodations are modern and living costs are moderate in Phoenix, Chandler, Glendale, Buckeye, Mesa, Tempe and Wickenburg. Let us suggest your schedule, meet you on your arrival, and assist in every way possible getting you comfortably located.

Winter rates now effective on Rock Island—
Southern Pacific and Santa Fe Lines.

Phoenix
CHAMBER OF COMMERCE
410 B Calle del Sol

Please send me attractive free literature and booklets.

Name _____

Address _____

ARIZONA

Education

FOOTBALL FLASKS: President Dodds of Princeton Stirs Colleges With Sobriety Plea

The whistle blows, the ball is kicked—
It stirs me through and through
Shay, whazzamattah? Whazzarow?
Whash place ish thish? An' who?

This "lyric poem," written by H. I. Phillips in the *New York Sun*, was inspired by a small white card enclosed with each pair of blue "ducats" for last week's Princeton-Navy game.

The card, signed by Dr. Harold W. Dodds, President of Princeton, was inspired, no doubt, by the clinking of two truck-loads of liquor bottles which had been hauled out of Palmer Stadium at Princeton last year.

The card read: "Indulgence in alcoholic beverages at football games has assumed proportions which seriously menace the future of the sport as an intercollegiate activity. On behalf of the friendly rivals of the day who strive to maintain high standards of sportsmanship on the field, and in the interest of the vast majority of spectators to whom such drinking is an offense, Princeton University requests that all persons refrain from the use of alcoholic liquors while attending athletic contests under its auspices."

Many a wide-eyed Princetonian saw in this appeal a postscript to Doctor Dodds's address on last September 30, when he deplored the "painful exhibition of bad manners" at "intercollegiate football games and (of) the flask toters and alcoholic partisans who attend them."

Wide Repercussions—Intended as a polite reminder to the more hilarious fans, Doctor Dodds's ban quickly assumed stone-rippling proportions that broke in waves on dozens of distant campuses. To the Princeton President's desk fluttered sheaves of congratulatory telegrams from college heads who also praised him in public and campus newsprint. A division of opinion was to be noted, however. Some saw no such problem at their own stadia.

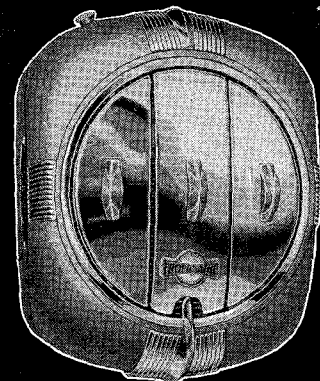
Chief reaction to Dodds's plea centered, naturally, at Princeton, where in 1869 was played with Rutgers the first intercollegiate football game in the United States. Surprized were many undergraduates who believed they had noted a drop in drinking at games since prohibition repeal.

Incidents ascribed to overly convivial spirits, however, had not been lacking of late, they admitted. There at Palmer Stadium, uprooting of goal-posts before the end of games was climaxed last November 24 when a spectator rushed onto the field and lined up with the visiting Dartmouth team.

Nevertheless, at the eighteen campus eating-clubs, the Nassau Inn ("The Nass"), stag rendezvous, and in ivy-covered dormitories, the drinking ban split students into three camps. A small group criticized it as an "infraction of personal liberty"; a larger number held the ban had merit but believed it gave Princeton not only a lot of undeserved bad publicity but would not reduce drinking anyway. With an equal number of adherents, another group stood solidly behind the President.

The first two contests there this year produced an average of from 400 to 500 "dead soldiers." Liquor stores admitted

There Is a
Big Difference
Insist on



The 10th Year of
Accepted Leadership

A Model for every purse... to
fit ANY car. SOLD EVERYWHERE

TROPIC-AIRE INCORPORATED

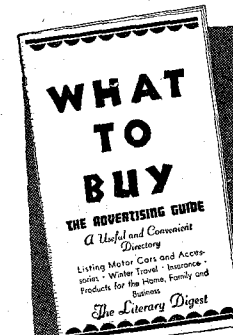
56-11th Ave. N. E., MINNEAPOLIS, MINN.

PAT. NOS. 1694900 - 1746985 - 1830691 - 1834141
1879152 - 1892506 - D 97030 - RE 17131, others pend.

free DIRECTORY TO 1937 MOTOR CARS

If you are planning to buy a new automobile, learn what motor car manufacturers are producing next year. The 1937 models represent the last word in design, construction, mechanical perfection. They offer the maximum in value and provide greater economies in operation.

The motor car issue of WHAT TO BUY will give you detailed information about the new models. Ready for distribution the middle of November, this shopper's guide will publish brief and interesting descriptions about the new motor car models and automobile accessories. Write for your free copy of



WHAT TO BUY

It also reviews current advertisements published in The Digest. Describes better type of products for the home, family and business. It will keep you posted on what is new and useful in the standard brands, conserve time and save you money.

The Literary Digest
Dept. Y, 354 Fourth Avenue, N. Y. City
Please send me a free copy of WHAT TO BUY.

Name _____

Address _____

business jumped 500 per cent. over week-ends—sales depending a lot on weather. Biggest buyers: alumni and outsiders.

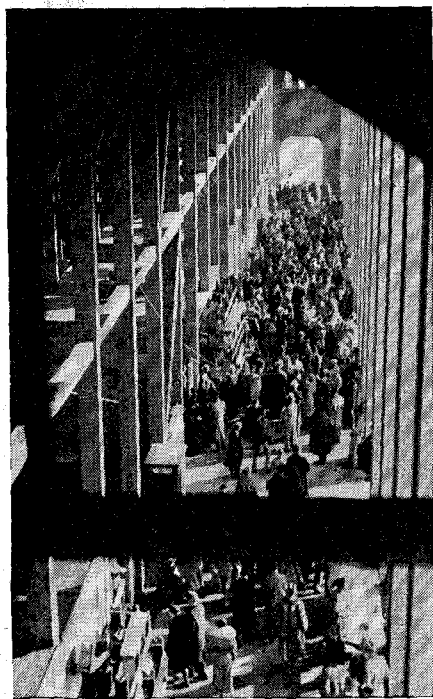
At New York's Princeton Club, W. M. Whitney, Secretary of the Class of '12, joining many other "grads" in approving President Dodds' step, said: "It is a very fine move, because the situation has become very much out of hand. Only last week, my wife's dress was ruined by liquor spattered on her from some persons above us in the stand."

For the most part, schools in Metropolitan New York admitted that while there was some drinking, it was not a problem.

At Fordham, however, the Very Rev. Robert L. Gannon, President, viewing the situation generally as "acute," tho not at his campus, suggested united action.

Colleges in the Boston area reported their football audiences too well behaved for imposition of regulations against drinking.

Harvard—Caustically, *The Harvard Crimson* backed hip flasks at games, declaring: "This year's award for torch-bearer of



Acme

Palmer Stadium . . . Demon Rum is unwelcome

righteousness goes by unanimous vote to the President of Princeton. . . . Past Presidents of Princeton have been so engrossed in academic pursuits that they failed to see the world tumbling down about them. . . . In a university where a realistic attitude is taken toward athletics and athletes, the cup that warms should be tolerated *pour le sport*."

Dartmouth—President Ernest M. Hopkins said: "Drinking among the spectators at football games has been a problem everywhere."

Yale—Undergraduates expressed admiration for Dodds' action, pointing out that President James R. Angell had attacked excessive drinking at grid contests many times. However, they felt it was "washing dirty linen in public" and would irritate undergraduates and alumni.

Cornell—Students refused to become alarmed over drinking at games, feeling that either President Dodds had exaggerated the trouble or else Princetonians must be poor drinkers.

Pittsburgh—Officers give offenders one warning, then eject them.

In the Middle West the Big Ten frowns upon football drunks. Police at gates have orders not to admit "teeterers." In addition, ushers pass out slips to offenders in the stands, asking cooperation in keeping order. On occasion unruly fans are unhesitatingly "bounced out."

Ohio State—Last year it began sending out notices with tickets that drunks would be ejected. Noting excellent results, it is continuing the policy this year, altho plenty of bottles still are in evidence.

Illinois—Drinking at football games banned years ago, with observance of rule declared "good."

Minnesota—University employs "sniffers" who refuse entrance to any one whose breath is alcoholic, as well as "spotters" who give the "bum's rush" to drinkers who can't hold their liquor.

Chicago—Issues program with notices requesting sobriety and ejects from the stadium those who refuse to keep their flasks in their pockets.

Iowa—Only three empty bottles were found in the stadium after the recent Illinois game, even tho it was a homecoming game.

Nebraska—Always has "cracked down" on drinkers, but this year the practise has reached such a pass that four matrons have been hired to care for feminine inebriates.

Notre Dame—The Rev. John F. O'Hara, President, has solved the drinking problem by giving local police instructions and full permission to deal with overhilarious rooters.

Wisconsin—President Glenn Frank reported that he had been quietly pursuing a policy of conciliatory warning to football games drinkers. "Marked results" have been obtained, he added.

Farther south, undercover tippling was reported.

Kansas—Cooperates with police in trying to enforce State prohibition law. Offenders ousted and arrested if quarrelsome.

Missouri—University officials also frown upon use of liquor at games. The problem, they say, is a minor one, with most of the guzzling done by old grads.

Oklahoma—Special police patrol stands and arrest flagrant flask toters, enforcing State dry law.

The West was not inclined to take the Princeton action very seriously. There are no drinking bans in the Rocky Mountain Conference; but the coach of Denver University has asked police to keep a sharp lookout for imbibers.

Southern California—Due to customary good weather, little drinking is reported.

Oregon State—Drinking has been treated with tolerance by both undergraduates and alumni. Both groups said Princeton's ban was for the good of football.

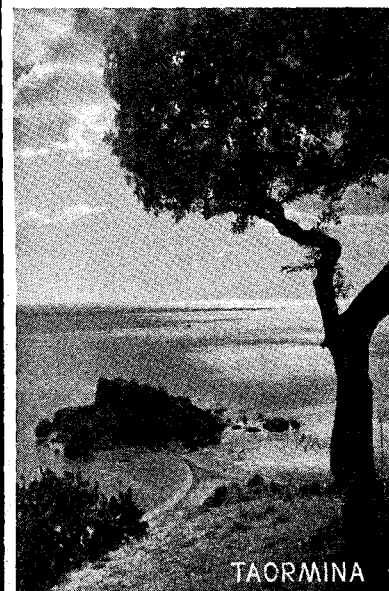
Stanford—Said President Ray Lyman Wilbur: "I agree with President Dodds of Princeton that it is a real problem and something must be done."

University officials in the South also supported President Dodds. A diminution in liquor consumption at games was noted, too, in this area.

South Carolina—Student body last semester opposed drinking and requested public to refrain from it during games.

Duke—President William P. Few commented, "We are doing all possible to check drinking which apparently has been on

NEXPENSIVE



TAORMINA

Italy

Should be your choice this Fall . . .

Have a Grand Vacation

under a sky of azure blue at Palermo and Taormina, in sun-radiant Sicily. Be sure that your itinerary includes a visit to Capri and Amalfi, the unforgettable Bay of Naples, Rome and her famous Sanctuaries and Castles. See the imposing remains of ancient Roman and Greek civilization, the marvels of the Renaissance and the new achievements of modern Italy.

Your Bank or Travel Bureau can furnish you with

TOURIST CHECKS



OR LETTERS OF CREDIT

at a Special

*Tourist Rate of Exchange
Offering Advantageous Savings*

The same rate is available for Hotel and Gasoline Coupons.

Railroad Fares are reduced from 50 to 70%.

Ask for informative literature on tourist checks and free circulation railroad tickets.

Apply to

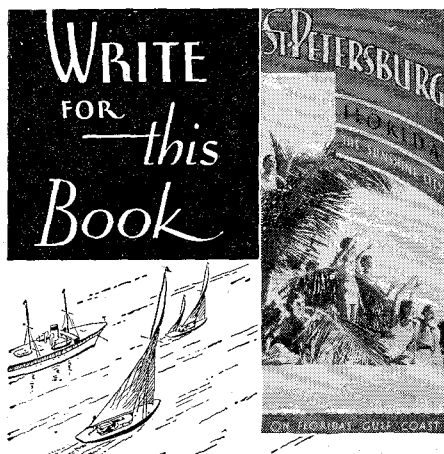
ALL TRAVEL AGENCIES

or to

ITALIAN TOURIST INFORMATION OFFICE

NEW YORK, N. Y.
Palazzo d'Italia, 626 Fifth Ave.
(Columbus 5-1300)

CHICAGO, ILL. SAN FRANCISCO, CAL.
333 No. Michigan Ave. 604 Montgomery St.



HERE is an illustrated, interesting book which tells of the attractions of Sunny St. Petersburg on Florida's warm Gulf Coast... Information about the delightful climate, the variety of sport and entertainment, the wide range of accommodations—hotels, apartments, furnished homes. It's a guide book to a pleasant vacation in the Sunshine City. It's yours for the asking. Write today.

G. K. Scott, Secretary, Chamber of Commerce,
St. Petersburg, Florida.

Please send () General booklet () Hotel booklet
() Apartment booklet () School folder.

Name.....

Address.....

ST. PETERSBURG ~ FLORIDA

Enjoy your trip
Mothersills
SEASICK REMEDY
Makes "Deck Activities" Enjoyable
And Tea a Welcome Event

★ **REALLY ENJOY ST. LOUIS**
Away from downtown noise and dirt, yet conveniently near the business district.
ROOM and BATH from \$2.50
Write for descriptive folder
HOTEL CHASE
Overlooking Forest Park ★ St. Louis, Mo.

HAVE OLD CREEDS
AND DOGMAS
FAILED TO
SATISFY YOU ?

An absolutely new understanding of Life and God—as modern in its application as radio or air travel—is offered by "Psychiana."

This new American religion has brought increased earnings, restored health and contentment to thousands.

It teaches how the vast, universal, dynamic Power can be applied—here and now—in your own life to demonstrate health, happiness and financial success.

Write today for Dr. Frank B. Robinson's story of his own long search for truth and how he learned to draw upon this mighty, pulsating Power. There's no obligation—just send your name and address to "Psychiana," 426-10th Street, Moscow, Idaho. Write for it today—Advertisement.

the increase here within last three years." Drinking and fighting at the recent Duke-Georgia Tech game, as always, was confined solely to visitors in the unreserved section.

Tulane—Liquor question, spokesmen pointed out, apparently was not taken so seriously there as in the North and East. Drinking at games has been confined mostly to a few outsiders, rarely students. Absolute ban on liquor is not approved.

Louisiana State—Huey Long's ban at games still stands; student cadets patrol the stands, confiscating liquor wherever seen.

University of the South—No stickler for drinking is Dean George Baker of this Sewanee, Tennessee, institution, but he remarked after a recent defeat: "I am almost ready to allow students to drink at games."

As the whistle blew at Palmer Stadium last week for the annual game with Annapolis, undergraduates and graduates prepared for a check on the effect of President Dodds's ban. Many remarked that, after all, it was only a plea, not an order.

Religion

SPIRITUALISTS: Believers Enthralled by Feats of Their Leaders at Convention

Across the brilliantly lighted crystal ballroom of Milwaukee's towering Hotel Schroeder nightly last week, spirits were conjured up by nationally known mediums, made to flit before the unseeing eyes of hundreds of curious spectators from all parts of the United States. Occasion was the forty-fourth annual Convention of the National Spiritualist Association, which counts 500 churches and 40,000 of the 200,000 believers in spiritism in the country.

Opening each séance, gray, stocky Joseph P. Whitwell, retired St. Paul tobacco merchant, eleven years head of the Association and an ex-Catholic, mounted a dais at the back of the room, softly expressed a hope that the 150 delegates and others would understand spiritualism after seeing and hearing the demonstrations.

After invocation and a vocal solo, a spiritualist clergyman introduced the medium of the evening. First to exhibit her powers of communicating with the spirit-world was Mrs. Maude Kline, forty-five, of Kansas City, one of the nation's outstanding blindfold ballot readers. Daughter of a famed spiritualist, Mrs. Kline was trained as a medium while a child, identifies spirits by messages written on ballots sealed and dumped on a table before her by men assistants. This she said she accomplished through vibrations in the air about her.

Soon after a spectator blindfolded her, Mrs. Kline gave a peculiar snap of her head and a twist of her plump body, worked herself into an apparent trance. She looked constantly to the left as she picked up the ballots, which she read rapidly and clearly. Questions in them related to everything from dead persons to marriage prospects.

Breaking the trance, Mrs. Kline stepped down, and was succeeded by Mrs. E. Ann Taylor, a clairvoyant, who promptly proceeded to see apparitions through the "spiritual eye." She stood up, facing the middle-aged mouse-still audience which consisted mostly of women, and listened as she spread out arms and called the name of a spirit or human being.

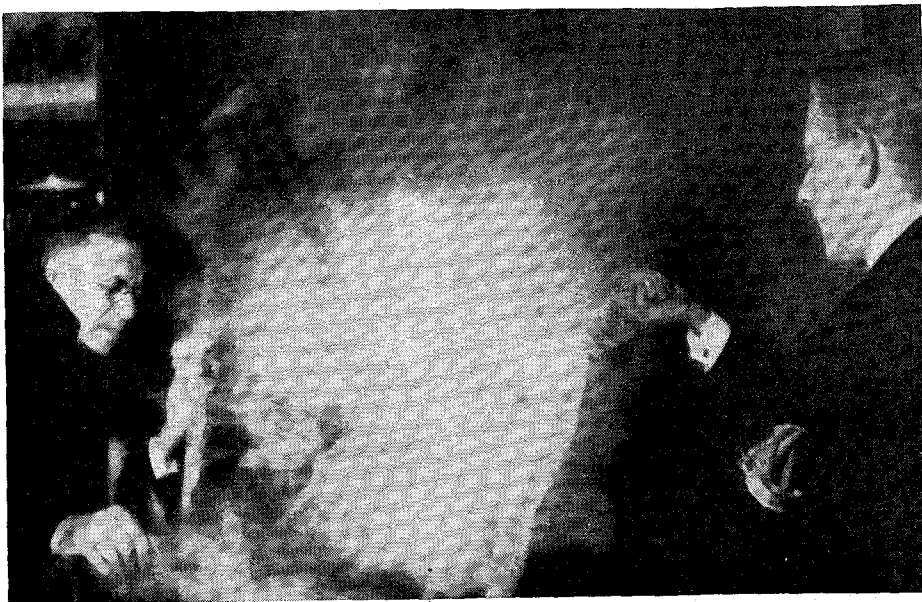
Message—Presently she said: "The first spirit I hear calls out a name." Thereupon, she pointed to the person named, who blushed, twisted in her seat as a spirit-message was transmitted.

Officials explained that the clearness of a spirit to a medium depended largely upon the power of the medium's "spiritual eye"; expressed satisfaction with the demonstrations and announced no new kinds of mediumship had been tried out.

Differentiating themselves from fortune-tellers, these spiritualist mediums point out that while they make prophecies, such prophecies are received from the spirit side of life. Prophecy is a part of the religion of the spiritualists, and is therefore, they claim, lifted beyond the range of the palmist and reader of tea-grounds.

"Spiritualism," claim its sponsors, "is the science, philosophy and religion of continuous life, based upon the demonstrated fact of communication, by means of mediumship, with those who live in the spirit-world." A medium is "one whose organism is sensitive to vibrations from the spirit world."

Spiritualist churches hold Sunday night



The spirit materializes: Margery in an ectoplasmic fog

Courtesy Scientific American

YOU'RE THERE
WITH A **CROSLEY**
SUPER SENSITIVE
RADIO

**COMPARE THESE PRICES
TUBE FOR TUBE, FEATURE
FOR FEATURE, WITH ANY
RADIO ON THE MARKET**

*AUTO-EXPRESSIONATOR

Brings back the expression necessarily taken out in the studio in transmitting the program.

*MYSTIC HAND

(A. F. C.) Automatically tunes set sharply without use of meter tuning or other gadget.

*MAGNA CERAMIC DIAL

*VIBRACOUSTIC SOUNDING BOARD

*METAL TUBES

and 8 other CROSLEY FEATURES

★ ★ ★ 15 TUBES	\$174.50
44" Console	
★ ★ ★ 13 TUBES	\$149.50
43 1/2" Console	
★ ★ ★ 11 TUBES	\$109.50
41 1/2" Console	
★ ★ ★ 9 TUBES	\$99.50
41 1/2" Console	
★ ★ ★ 7 TUBES	\$67.50
40" Console	
★ ★ ★ 6 TUBES	\$59.95
39" Console	



CROSLEY stands, always, as a warranty of the highest value in radio. It is only natural that the 1937 models are Crosley's greatest achievements. Beautiful . . . as near perfection as science can attain . . . and priced for you who demand the best at prices you're pleased to pay. See your Crosley dealer today . . . you will hear radio you've never heard before.

THE CROSLEY RADIO CORPORATION
Cincinnati, Ohio Powell Crosley, Jr., Pres.

JOHNSON'S SINCE 1870 FOOT SOAP AT ALL DRUGGISTS

ACTS LIKE MAGIC ON SWOLLEN
TIRE, ACHING, PERSPIRING FEET

SEND FOR FREE SAMPLE
THOMAS GILL SOAP CO.,
715 KENT AVE., BROOKLYN, N. Y.

WANT A GOV'T JOB? Start \$1260 to \$2100 Year

MEN — WOMEN. Common Education usually sufficient. Get ready now. Write immediately for free 32-page book, with list of positions obtainable and full particulars telling how to get them.

FRANKLIN INSTITUTE
Dept. S-217, Rochester, N. Y.

Men and Women



Are Solving
Today's
Problems



By making use of certain Knowledge possessed by the Sages of Antiquity, lost to the world for 3,000 years, but preserved by the Rosicrucians. It enables one to develop latent POWERS never before suspected, and to unlock the Treasure Chest of his or her own Personality. Send for a free copy of The Sealed Book. Address: Scribe B.R.G.

The ROSICRUCIANS
AMORC
SAN JOSE CALIFORNIA
(Not a Religious Organization)



services composed of prayer, hymns and sermons, followed by spirit-messages. Mid-week meetings are held, with all the time devoted to receiving messages. Other sessions are held for classes, where the religion is taught, and the psychic side of the individuals developed. At these gatherings, the lessons are followed by dark séances, in which right conditions are created by harmony and soft music, to bring psychic gifts to expression.

Probably as old as human nature itself, spiritism in its modern form dates from 1848, its founders having been Margaret, Catherine and Lea Fox, daughters of John D. Fox, a Hydeville, New York, farmer. One bitter evening in that year they ran to their father, screamed they had discovered spirits hovering in the tiny cottage. Startled, the parents rushed to the girls' room, heard a ghostly "knock, knock, knock" from the chilled walls.

Spiritualism spread like wild-fire over the United States, then into Europe, bringing in its furious wake droves of fakers; and years later Margaret Fox even confessed that the rappings of 1848 had been made by the action of the first joint of her large toe.

Hypnotism—Andrew Jackson Davis, an uneducated American who claimed to have read only one book in his life, fed the flames of interest by discovering he could perform marvelous mental feats. Hypnotized, he had friends take down notes of what he said during his trances. Fifteen months later he had completed in this way a miraculous volume—"The Principles of Nature, Her Divine Revelations, and a Voice to Mankind." In it Davis predicted the discovery of a new planet, and soon afterward Neptune was first sighted.

Mediums traveled over the country. Their demonstrations took the form of exorcising spirits in dark-rooms; producing spirit-writing on slates and on sealed paper; ringing bells; blowing trumpets; producing ghost finger-prints and the so-called ectoplasm, or spirit-matter.

Margery—In Boston, the famous Margery, wife of Dr. Leroi G. Crandon, won international attention; John Slater, the California "millionaire medium," read sealed messages from coast to coast. In England, where impetus to spiritualism was given by Doctor Braid, who coined hypnotism and where a Church of England clergyman, William Stainton Moses, was an early convert, the movement obtained wide notice during the World War. Saddened by the death of his son Raymond, Sir Oliver Lodge, the scientist, became a convert; Sir Arthur Conan Doyle, the novelist, who lost his son Arthur, also embraced the beliefs.

Despite much unfavorable publicity, the work chiefly of debunkers like Harry Houdini and Joseph Dunninger, spiritualists at Milwaukee last week foresaw a revival of their prestige. Organized in 1893 in the District of Columbia, the Association has been the most active force in spiritualism in the country. Chief competitor is the International General Assembly of Spiritualists, an offshoot of the Association, which claims 200 churches.

Said the elderly Association shepherd, President Whitwell: "We believe in the Infinite Intelligence. We believe that the phenomena of nature, both physical and spiritual, are the expression of Infinite Intelligence. We affirm that communication with the so-called dead is a fact; scientifically proven by the phenomena of Spiritualism."

This Winter

Enjoy
New Travel Comforts
at Low Cost

to
CALIFORNIA

ON UNION PACIFIC'S SENSATIONAL TRAIN

The Challenger

For business or pleasure, no other method of travel can match the comfort, convenience and economy of *The Challenger*.

IN DE LUXE COACHES

CHICAGO TO LOS ANGELES (one way)	\$34.50
3 meals, 1st day en route	.90
3 meals, 2nd day en route	.90
Breakfast, 3rd day en route	.25
Total	\$36.55

\$54.91 in Pullman Tourist sleeping car including fare, lower berth and 7 meals en route.

YOU ENJOY THESE FEATURES

- ➔ Low-cost meals — breakfasts 25c, luncheons 30c, dinners 35c in "Coffee Shop" dining car.
- ➔ Free pillows, soft blue night lights, porter service without charge in coaches.
- ➔ De luxe coaches for exclusive use of women and children.
- ➔ Registered Nurse-Stewardess service for all passengers. All cars air-conditioned for comfort and cleanliness.

IT'S SMART TO RIDE
The Challenger

For full information, reservations, tickets, ask any railroad ticket agent, or write

W. S. BASINGER
Pass'r Traffic Mgr.
Room 429
Union Pacific Bldg
Omaha, Nebraska

THE PROGRESSIVE

UNION PACIFIC RAILROAD

★ ★ ★ ★

★
★
★
★

What is Your America all About?



You probably know every single fact in this advertisement. But each one is so simple and obvious that you may never think of it as concerning you every day

To you, personally, no more important facts than these have ever been written. They reach right down into the very roots of your own life... and your family's... and your future. To everyone they are as deep, as abiding, as encompassing as hunger, love, religion.

★ ★ ★

Our American plan of living is simple. Its ideal is the greatest good for the greatest number—and it works. You, and every one of your more than 127,000,000 fellow citizens, are members of a firm. No matter whether you are a doctor, lawyer, merchant, farmer, clerk or machinist... you—whether you know it or not—are a part owner of the United States, Inc.

Proof? Income tax figures show 85% of our national income goes to those of us who work for a living. And most of the remaining 15% goes to those who invest savings.

Our American plan of living is pleasant. You have exactly 168 hours a week to use as you want. An average week's work is 48 hours. That leaves 120 hours for sleep, play, hobbies.

Are We Well Off?

So our American plan of living is the world's envy. No nation, or group, lives as well as we do. We work shorter hours; we have more leisure. We have more autos, radios, washing machines, reapers, sewing machines, refrigerators, telephones—comforts of home—than the rest of the world combined! Wages are higher per hour than in other countries... wages that continue to increase.

One American child in every five goes to high school; one out of 116 to college. This costs more than the school bill of all other nations combined.

Why?

There are many reasons why we have a better life. All are important... worth keeping. But among the first causes come the ways we invest our time and money.

How a Business Starts

A man in Connecticut starts a small business in a shop ten feet square. In a year his shop is forty feet square... and four men help him. They, too, share in his industry, ability and profits.

The little business practices thrift, or in business terms, "creates a reserve." No one tells the owner how much he shall make, except the con-

sumer. As the public buys, he makes money. Using this saved money, the tiny shop in ten years is an acre square. And the credit established is used to borrow money at the bank and expand more. Your America is on its way!

Through the constantly increasing employees of this factory grows a prosperous community — workers need food from farmers—the children need schools, family health requires protection; their teeth need attention. So hundreds of men, their families, merchants and doctors and dentists and farmers, in and near the town, share in the profits of this growing industry.

In California another chap starts a similar business about the same time. Both men make a new product. Both men trust to their own initiative for success. They both grow on merit.

And How a Business Grows

The products of these two factories meet on the shopkeepers' shelves in every State. Thus competition—"the life of trade"—begins. The very nature and being of men fosters competition. Man never has and never will be able to stop it . . . any more than the urge for private ownership can be suppressed.

Inspired by competition, first one, then the other, improves his product. They both learn to make it faster, produce more cheaply, better. Demand for it increases. Hence each factory owner employs more fellow men. Each company grows. All — owner, workers, investor — work together; each doing his just share. All who work earn more money . . . build the security of a steady job and a chance to save for the future . . . gain more leisure,

and increase their power to purchase.

Who benefits?

You do!

The two manufacturers and their fellow-workers do.

You benefit because the product rapidly becomes better and costs less. The worker, owners, and partners benefit because the spirit of unhampered competition caused them to make merchandise we, the public, wanted.

America's Foundation!

In this is contained the essence of our American plan of living. And we are all bound up in it—whether we be maker, buyer or seller. It involves constant change, growth, development. It represents individual enterprise attending to the needs of everyday life, the wishes continually awakened by improvements, the desire fostered by higher notions of living.

The average man gets more from the American plan of living than the average person anywhere! Our plan has come nearer to removing poverty than any system yet devised. It provides the foundation for America!

To Sum It Up

We have come far! We are a young nation—still growing. Continue, then, to look at America with the clear, keen vision of youth. The last depression served merely to bring into focus the fact that our plan can still be badly shaken and revive.

You . . . and only you . . . are the American plan of living. Under it you have independence—the greatest thing man can have. Believe in it, uphold it . . . as you believe in, and trust, yourself. *You* are what America is all about!

YOU ARE A STOCKHOLDER IN "THE UNITED STATES, INC."

You have a "part interest" in the American plan of living; your future welfare depends on its success. You will be interested, therefore, in a report of what it has done. No other enterprise on earth has ever made such a good report to its stockholders.

YOUR American Plan of Living

. . . has produced three times as much wealth as the whole world produced before 1776.

. . . has more than doubled our average wealth and income since 1900.

. . . has distributed wealth so widely that even in the midst of the depression there were more than 44,000,000 savings accounts with aggregate deposits exceeding \$24,000,000,000.

Approximately 10,000,000 members of building and loan associations, with assets approaching \$8,000,000,000 . . . approximately 121,000,000 life insurance policies in force for a face value of \$108,885,000,000.

. . . has promoted an economic democracy in which

about 12,000,000 persons are shareholders in business corporations . . .

one out of every seven factory workers is a shareholder in a company.

. . . has increased the number of employed nearly four times since 1870. It has increased the percentage of gainfully employed in our population from 34.7% in 1880 to 39.4% in 1930.

. . . has increased the share of the national income that goes to these workers (does not include those who work for themselves) from 38% in 1850 to 65% in 1929, at about which level it has remained since that time despite the depression.

. . . has increased the industrial worker's money wages. In 1929 they were three times as high as in 1890.

. . . has increased the purchasing power of wages—money wages related to living costs—by 48% during the same period.

. . . has decreased the average hours of labor from 60 hours per week in 1890 to 48 hours.

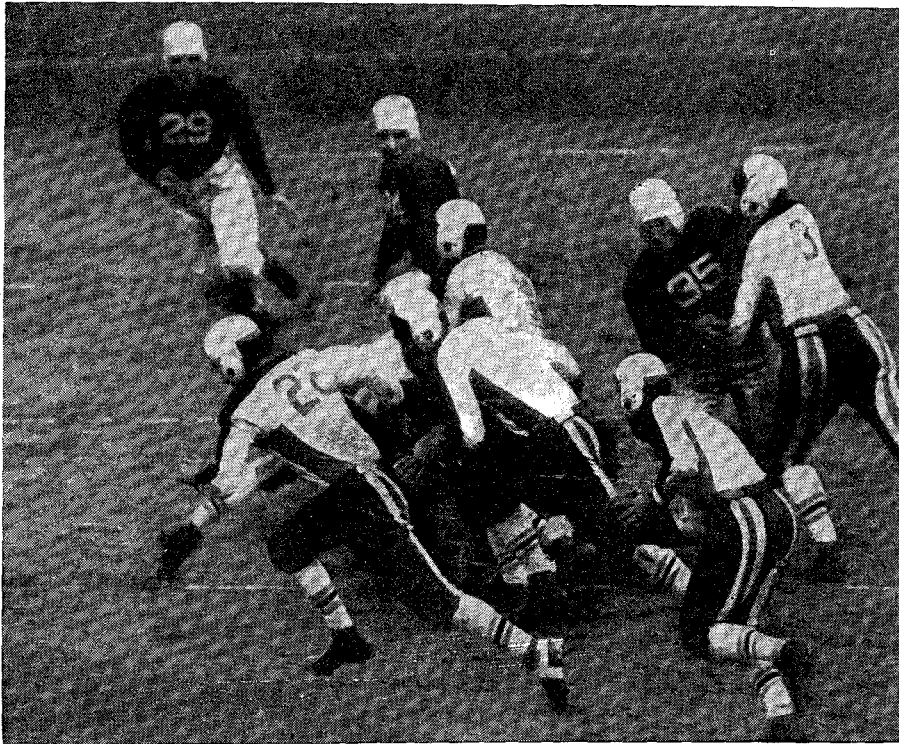
. . . has done all this upon average profits of only 4 cents out of each dollar of sales (1919-1929 figures).

If you are interested in this subject, learn more about it. A free copy of a comprehensive booklet, "What is Your America all About?" now being prepared, will be sent you. Write to Room 2036, 11 West 42nd Street, New York City.

NATIONAL ASSOCIATION of MANUFACTURERS

PRO FOOTBALL VERSUS COLLEGIATE

Commercial Players Gain, But Campus Boys Keep Glamour



© International

New York Giants in high-spot play of 10-10 tie game with Brooklyn Dodgers

Professional football will never be as popular as college football, because:

1. The boys don't play with the "die for dear old Whatsit" *elan*: all they care about is the weekly pay-check.

2. The game itself, while technically more perfect, lacks tradition, the noisy hoopla of polo-coated cheering sections, lavishly-upholstered bands, whooping victory snake-dances, and the miscellaneous undergraduate activities contributing to "the college atmosphere."

Thus do most critics of the postgraduate game belittle its growing challenge to college football and scoff at its chances of taking the play away from the campus. Slightly annoyed by the first, and wistfully indifferent to the second charge, professional football this week hit midseason of its biggest year, assured of one fact: if it never approaches the fabulous popularity of its collegiate cousin, it has, nevertheless, established itself in far shorter time as a big-league sport.

Rich Takings—College football, firmly entrenched for years, will probably do better than \$20,000,000 worth of business this year. The professional game will be lucky to gross \$1,000,000. But proportionately, the gentlemen who play for sordid gain have greater drawing power, averaging 15,000 customers a game to the collegians' 5,000.

To the fairly prevalent notion that professional football players just go through the motions, are uninspired with the burning will to win, and seldom indulge in collegiate heroics, promoters have several convincing rebuttals. Between plays, the openly-subsidized athletes give an impression of indolence almost approaching indifference. As perfectly trained, experienced players, they have learned the value of relaxation, of energy-conservation.

No matter how extensively professional football advances, it will never be able to create anything remotely resembling the colorful college-game atmosphere. Promoters don't lose much sleep worrying about it. Their objective is not to steal customers from college stadia but to attract working people who, because of financial and transportation difficulties, seldom watch football.

To that end they have retained all the features making for an open, spectacular game. In college football, a man must be at least five yards behind the line of scrimmage when he throws a forward pass, the game's most sensational scoring weapon. A pro can let one fly from anywhere behind the line. If a back spots congestion ahead on an intended line-buck, he can flip a pass to a teammate in the clear.

Fumbles are another source of spectacular plays. Collegiate rule-makers feel it places too much of a penalty on a young athlete if, when he drops the ball, an enemy can scoop it up and scamper away to a touch-down. So they declare the ball dead. In the pro game, a loose pigskin is fair game.

Shift in Goal-Posts—To increase opportunities for scoring and help eliminate tie games, by encouraging the rebirth of the semidead art of drop-kicking, professional football goal-posts are on the goal-line, not ten yards back, as in the college game.

Because the boys are older, tougher and more experienced in self-defense than collegians, professional rule-makers permit the flying block and flying tackle, ruled out as "too dangerous" by the colleges.

With less confining rules and better players, professional football has developed into a fast, showy, almost perfectly executed spectacle.

The first avowedly professional game

was played at Latrobe, Pennsylvania, late in the summer of 1895. College boys, swaggering back to the home-town with luxuriant mats of hair grown to protect their skulls from breakage, organized the team, beat a near-by rival from the village of Jeannette, and started a Latrobe tradition for football success that lasted ten years.

Organization—After twenty-five years of disorganization, the professional game put itself on a more definite basis with the formation, in 1921, of the National League. Nearly all the teams in the League were from Ohio or points west. An original franchise cost \$50. To-day it is worth \$10,000, with none for sale.

Four years later, Dr. Harry A. March, "Father of Professional Football" and its number one historian, through his book "Pro Football: Its Ups and Downs," brought the game east and helped put it on a truly big-time scale with the formation of the New York Giants. Doctor March believes "a doctor either burns up or rusts up." For forty years, his rust-preventive has been professional football.

As firm in his convictions as he is well supplied with knowledge about the game, Doctor March left the National League in 1933 after disagreement with officials over its policies. This fall he brought another dream to realization with the founding of the American League, surnamed "The League With College Spirit," and represented by teams in Cleveland, Pittsburgh, Syracuse, Boston, New York and Brooklyn.

Off to a bad start because of poor financial management, the American League has thus far been unable seriously to dent the National League's cash-box. Two weeks ago, Doctor March resigned as President, citing failure of the League to pay money due him, and complete disregard of his advice. However, he still feels that the American League will succeed.

Pro Monopoly—Until it does, the National League holds a virtual monopoly on the professional game. The New York Giants, Brooklyn Dodgers, Pittsburgh Pirates, Boston Redskins and Philadelphia Eagles make up the Eastern Division; the Detroit Lions, Green Bay Packers, Chicago Bears and Chicago Cardinals the Western. Each team plays twelve games. Climaxing the season is the play-off, between Division champions, for the World Championship, won last year by the Detroit Lions.

Admittedly not a rival of college football, altho it would like to have some of the undergraduate games' heavy patronage, the professional sport has steadily and successfully sought to increase its prestige on the campus ever since 1925, when a Champaign, Illinois, motion-picture house manager lured an auburn-haired University of Illinois student from his studies to promote him as the "best player in the world."

The promoter, later of "Bunion Derby" fame, was Charles C. ("Cash and Carry") Pyle; the collegian was Harold ("Red") Grange. In 1924 and 1925, Grange made seventy-seven, his jersey number, a byword for football perfection. A few hours after finishing his last college game, Grange, under the wing of the enterprising Pyle, was on his way to join the Chicago Bears.

"It was a smart deal for all financially," writes Doctor March, "but the playing of a college player while he was still eligible for amateur competition was bad ethics and reacted so strongly that the League soon adopted a rule that no player could be played until his class in college had been graduated."

The richest field for finding professional

talent is in the Midwest. Thirty-three per cent.—seventy-six out of a total of 230 National Leaguers—come from that region. The East is second, with sixty-three players from twenty-six colleges, and the Far West, South and Southwest rank next.

Most of the players come from smaller rural communities. Especially towns in Illinois, Pennsylvania and Texas, each of which has sent twenty-four to the professional lists.

Leading Coaches—With a horde of prominent coaches like Elmer Layden, of Notre Dame; Hunk Anderson, of North Carolina; Tiny Thornhill, of Stanford; Pop Warner, of Temple; Jock Sutherland, of Pittsburgh; Lou Little, of Columbia, and Harry Stuhldreher, of Wisconsin, all of whom played football in their younger days, sending in occasional tips, club-owners will probably never face a shortage of beef and bone.

To make the professional grade, a boy has to be more than good: he has to be big, too. The New York Giants average 212 pounds in weight and six feet one and a half inches, on the line. And the backfield, heaviest in the Giants' history, tips the beam at a modest 198-pound average.

For playing on one of the nine National League teams an athlete can expect to average between \$100 and \$110 a game. He gets paid for every game, whether he plays or not. If he gets hurt, the club pays his hospital bills. At home he has to feed himself. On the road, the club foots the bill.

Probably no player ever came up to the pros and made a quicker or bigger "haul" than Ernie Nevers, now coaching his first season at Lafayette College. One of the

hardest line-buckers on the Pacific Coast during his playing days with Leland Stanford University, Nevers broke into the professional game in 1925.

Florida Stadium — Jacksonville, Florida, completed its grandiose municipal stadium that fall and decided to organize a pro team. Unable to get Grange, they signed Nevers, then almost as well-known as the famed "Galloping Ghost." Before heading South, Nevers received \$15,000. He played in two games, both to small business. The team folded and Nevers went home. With the \$15,000 intact.

No ancient, baldheaded war-horses by a long shot, professional football players are only a few years older on the average than the collegians. With the youngest group of rookies in history signing this year, the average age for National League players is twenty-four. Danny Fortmann, guard on last year's Colgate team, and now with the Chicago Bears, is only twenty.

Game for Youth—Professionals rarely stay in service after they hit thirty.

In the off-season, the pros engage in a variety of professions—law, medicine, steel-working, umpiring, farming and a dozen others. Owen is an undertaker.

Even tho professional football is rougher than the college game, there are far fewer injuries. The boys are bigger and, theoretically, can do one another far more damage than they could while they were in school. But, through experience, they have learned how to fall, how to tackle and block, with a minimum of risk. In the major leagues—the National and American—no player has ever been killed in a game.

WHAT'S THE NAME, PLEASE? FOOTBALL

Univ. of California

Blower—rimes with *flower*.
Dolman—rimes with *coalman*.
Souza—call him *soo'za*.
Stoll—as if spelt *stole*.
Vallejo—*vahl-yay'ho*.

Fordham

Addonizio—*ad-do-nidz'ee-o*.
Bokanavage—*buk-a-nah'vahj*.
Gangemi—*gan-jay'mee*.
Mautte—*maw'tee*.
Mozzer—*mosh'er*.
Wojciechowicz—*wo-jee-ho'wits*.

Harvard

Adlis—just *add'liss*.
Bilodeau—*bill'o-doe*.
Hedblom—*blom* rimes with *Tom*:
hed'blom.
Kevorkian—*keh-vor'kee-an*.

Minnesota

Belfiori—*bell-fee-o'ree*.
Gmitro—almost *ge-mit'tro*.
Hoel—as if spelt *hole*.
Matheny—*ma-thee'ny*.
Spadaccini—*spah-da-see'nee*.
Uram—*your'am*.

Nebraska

Andreson—stress *dre: an-dree'son*.

New York University

Blomquist—*bloom'kwist*.
Ciraco—*sir'a-ko*.
Fiore—*fee-o'ry*.
Kenkichi Oki—*ken'kicky o'kee*.
Morschauer—*morsh'houser*.
Swiaden—*swy'don*.

Notre Dame

Ennio Arboit—*ee'nee-o ar'boy*.
Beinor—*bay'nor*.
Kovalcik—*ko-vall'chick*.
Longhi—*long'ee*.
Nardone—*nar-doe'nee*.
Puplis—rimes with *pew bliss: pu'plis*.
Ruetz—as if spelt *ritz*.
Skoglund—*ske'glund*.
Zwers—rimes with *burrs*.

Princeton

Chubet—as if spelt *shoe'bet*.
Kaufman—just *cough'man*.
Stoess—rimes with *gross*.

St. Mary's

Strub—rimes with *rube*.
Kezeli—just *kez'e-ly*.
O'Laughlin—*laugh* equals *lock: o-lock'lin*.

Stanford

Stojkovich—*stok'o-vitch*.
Tsoutsouvass—*choo'choo-vuss*.
Vigna—as if *veen'ya*.

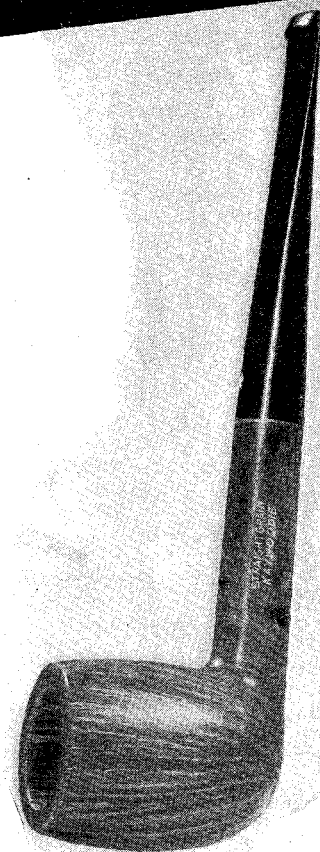
Texas Christian

Baugh—rimes with *daugh* of *daughter*.
Hensch—rimes with *wrench*.
Linne—rimes with *tinny*.
Phares—two syllables: *far'ies*.

West Point

Kobes—two syllables: *ko'bus*.
Skaer—as if spelt *scare*.

The LAST WORD IN PIPES



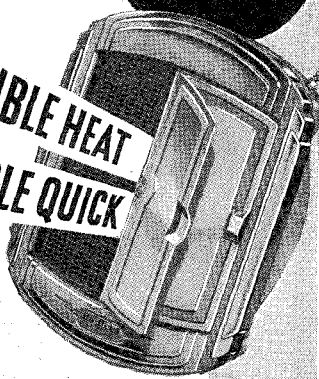
STRAIGHT GRAIN Kaywoodie \$10

The King of Pipes—chosen from 11 million pieces of briar wood which passed through our factories last year! Every piece had to be cut into a pipe, before we knew whether we had a Straight-Grain. We found only one in 3,000, selected with unerring judgment, and expert knowledge that comes from years of living with briar and making the world's pipes.

Your Straight-Grain Kaywoodie will be the envy of everybody, a pipe that is really different from the rest—the finest and most beautiful pipe ever produced. If you love pipes (and who doesn't?) by all means go and see these pipes at your dealer's. We'll furnish names of dealers near you who have them for your inspection. Kaufmann Bros. & Bondy, Inc., New York and London.

The Famous
DRINKLESS
ATTACHMENT

Greatest
Improvement
for pipe-smokers
in 50 years

A GENUINE HaDees
CAR HEATEROnly \$9⁹⁵DOUBLE HEAT
DOUBLE QUICKALL COPPER CORE
MORE HEATING SURFACE

Never before have you been able to get genuine HaDees at these low prices. HaDees pioneered hot water heat for automobiles. New models provide *more heat—double quick—fully controlled*. Universal mounting for all cars. Get HaDees, get heat.

LIBERTY FOUNDRIES CO. • ROCKFORD, ILLINOIS

HaDees
HOT WATER CAR HEATER

THE DICTIONARY OF GRAMMAR

By James A. Hennessy.

Explains and corrects common errors in speech; gives fully, in alphabetical order, the more important rules of grammar. Illustrated with examples from living literature. Pocket size, 152 pages. Cloth, post-paid, 50c; Leather, \$1.

FUNK & WAGNALLS COMPANY, 354 Fourth Avenue, New York, N.Y.

for INVALIDS
and OLDER FOLKS

The automatic electric home elevator—a price-less boon to all who lack health or strength to climb stairs. Touch a button—you are up-stairs or down as easily as *wishing* you were there. Built by the makers of the finest office and hotel elevators. Operates from lighting circuit. Modest in price, absolutely foolproof. Easily installed in old or new homes. Beautifully finished. Write today for booklet and full details.



The Shepard Elevator Company
2421 Colerain Avenue Cincinnati, Ohio
Representatives in Principal Cities

SHEPARD
Home LIFT
PATENTS PENDING TRADEMARK REG. U.S. PAT. OFF.

Off-Side

BAIT—A divorcing wife of West Medford, Massachusetts, claims her husband is so cruel he used her pet goldfish for bait.

* * *

Mind—Scientists studying the brain of the late Marshal Josef Pilsudski, Polish hero and statesman, discovered, among other things, that it weighed 30 per cent more than the average brain.

* * *

MULE—Harold Carroll, of Salinas, California, brought a mule to Alturas on a deer-hunting expedition. After tying it to a tree, he started off in a circle. Coming back he sighted the mule, thought it a deer, and shot it dead.

* * *

Rib-Crusher—When Karl W. Hagedorn, of Dallas, Texas, was wooing Mrs. L. Brunnett, a comely widow, he hugged her and broke four of her ribs. Recently a jury decided that Mrs. Brunnett could not collect the \$5,000 for which she was suing.

* * *

SNEEZER—John T. Harrington, Salt Lake City salesman and chronic hay-fever sufferer, recently sneezed himself into a statistical brainstorm. He hazarded, "If all American sneezes were placed end to end during one season, probably enough pressure could be harnessed to raise the Empire State Building ten feet."

* * *

Voters—New York City's Honest Ballot Association indignantly reported last week that more than twenty persons gave a large but empty apartment house as their address when registering to vote in the coming Presidential election.

* * *

WEDLOCK—On her way home from her first husband's funeral, Mrs. May K. Burton, of Philadelphia, stopped in at the marriage license bureau to apply for a license. The slightly shocked clerk was astounded to learn that the widow's prospective husband had been a pall-bearer at the funeral of the deceased lord and master.

* * *

Siamese—When the Siamese twins presented only one ticket to Conductor George Kinning, of the Burlington Railroad, he threw up his hands in despair and wired St. Louis for instructions. Came the answer, "If unable to collect the other fare, make no attempt to put one of them off the train."

* * *

POST-MORTEM—Two sobbing daughters and an estranged husband attended an inquest in Chicago and identified the body of a woman killed in an auto accident as that of Mrs. Mary Skwirut. Returning home they found the supposedly dead mother and wife in bed with a cold.

* * *

Bard—Shades of Wyatt Earp and his two rowdy brothers turned tail and slunk disconsolately out of town last week as Tombstone, Arizona, scene of the desperadoes' wildest exploits, crowned, of all things, a poet laureate. Police Judge John H. Larrien won the title with a poem entitled, "A Letter for Ramon Villa."

* * *

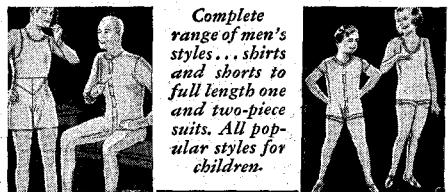
CARPET—James J. Doherty, seventy-three, of New York City, celebrated his forty-fifth year of measuring carpets for Arnold Constable & Co. by recalling his experiences half a century ago in the homes of New York's great. He recollected that William D. Rockefeller attained the all-time high in spending when he paid \$75 a yard for carpeting.

False Economy



Money "saved" on inadequate underwear is lost many times over when colds or worse illnesses develop. Duofold gives you unequalled protection, without sacrificing comfort. Its exclusive fabric, in two *thin* layers and air space between, conserves bodily warmth better than a single thickness of greater weight and bulk. Wool in outer layer—cotton inner layer. The wool can't touch you. Just try a few suits this winter. All styles for men, women, children, infants.

DUOFOLD, INC. • MOHAWK, N. Y.

Duofold
Health Underwear

THE FUNK & WAGNALLS NEW STANDARD DICTIONARY is needed in every American home where education and culture are truly esteemed.

THE BABY AND
GROWING CHILD

By LOUIS FISCHER, M.D.

In this completely up-to-date book by a famous baby specialist, will be found not only a daily guide for the feeding and health-care of the child, but practical answers to many questions that may arise when the doctor is not at hand.

"A book a mother can ill afford to do without,"—says *The Express*, Portland, Maine. And the *Boston Globe* calls it "an excellent handbook for young mothers."

Cloth, \$1.50; \$1.64, post-paid.

At all Bookstores, or from
the Publishers

FUNK & WAGNALLS COMPANY
354-360 Fourth Ave., New York

"CORONET": CULTURE IN CAPSULE FORM

Publishers of "Esquire" Launch Pocket-Size "Class" Magazine

Thirty thousand swankier news-dealers racked up a new magazine to snag their customers' eyes one day last week. The other 45,000 news-dealers in the country did not. Thus "class-consciously," *Coronet* austere ballyhooed itself into the magazine publishing field with a pocket-size, four-color and metallic ink luxury little brother to *Esquire*.

Its advertised "infinite riches in a little room" combined capsule culture—from reproductions of old masters to modern photography—with a generous spill-over from *Esquire's* textual and illustrative

roadster, and often works in his baronially paneled office in the Palmolive Building until three or four in the morning.

Editor—The other half of the set-up is Gingrich, who calls himself Smart's "literary and esthetic valet," does the "word-buying" for the firm while his boss does the picture-buying and idea-squandering.

Picture-buying will be no small task on *Coronet*, despite a total lack of *Esquire's* not-quite-bawdy cartoons of young ladies who seem naked even when fully dressed. Forty-eight pages are black and white lithography (photographs, drawings, etchings). Thirty-two pages are in five colors, ranging from half-tones of *objets d'art* to a quiet little cartoon of two newsboys who don't like their boss, Mr. Hearst.

Ninety-six pages are text. Paul de Kruif starts right out on page three of the November issue with a "sob story" of a rabies-bitten small boy's "Death by Red Tape." Unlike *Esquire*, which features big names, *Coronet* puts by-lines at the foot of stories and articles—four short stories, five "factual" articles (one about Mussolini, Duelist), three "unusual" (including "A Lunatic Village" and "Frogolympics"), some personal sketches, such vague satire as a model football coach's model pep talk, and a semifictional "Death of a Spy." The spy turns out to be Nathan Hale.

Format—In size, it is dwarfed by the 10-by-14-inch pages of *Esquire*, the even larger and more luxurious *Apparel Arts* (eight times a year, \$1.50 a copy). All three have this in common: copious content.

No advertising at all was carried in the first issue, none will be "until its market is definitely established." When *Coronet's* publishers know whether their audience is 25,000 or 250,000 buyers, they "will accept" full-page ads only, at \$10 a page per thousand circulation.

Price, content, and news-stand selectivity are expected by the publishers to keep the thirty-five-cent *Coronet* in the so-called "class" field.

Cover—A big bid for art connoisseurs is the cover, which unlike ogling, girl-chasing *Esqy*, reproduces in color a sedate old master. *Esqy's* career is more colorful. Every month the clay figure is modeled, colored and baked in New York. Boxed in a rush, he is shipped to Chicago in his newest pose, along with a South Sea belle, a college widow or whomever. Usually *Esqy* arrives late, with a broken hand or foot, and Gingrich chafes and tells the pressroom foreman to wait until *Esqy* is mended, photographed and a plate made.

Sam Berman invented *Esqy* in 1934: three artists now have a hand in his capers. But Smart, chief lord over all art (he has a warehouse full of paintings bought in Europe) seems to have tired of Petty's girl cartoons and smart humor and decided to publish a magazine that includes famous painters—even to Raphael and Rembrandt. Gingrich, who was once fooled into printing a plagiarized story originally written by Ambrose Bierce, has no plans, however, to make *Coronet* a digest of old, dusty authors. His formula is "Believe It or Not."



Westelln

Editor, Publisher: Arnold Gingrich and David Smart to crown "Esquire" with "Coronet"

content. Widely assorted art shared almost half of the 196 pages with widely assorted fact and fiction.

Magazine—Like its lusty, sophisticated masculine relative, *Coronet* is inextricably interwoven with the personalities of its cinema-like Publisher, David Smart, and its youthful phrasemaking Editor, Arnold Gingrich.

Both compensate in colorful, harum-scarum editing (conferences are melodramatic *mêlées*) and luck for their lack of caution and down-to-earth "policies." When they launched *Esquire*, a big magazine at a steep price (fifty cents), sage heads shook thoughtfully, suggested a quarterly issue, a sale of 25,000 copies. Average monthly sales this year: above 450,000 copies, top rank in so-called "class" magazines. Such a swashbuckling career on news-stands, in fraternity houses and in men's clubs was well matched by the editorial hoopla of the Smart-Gingrich combination.

Publisher—Smart is forty-three, fiercely erratic, "lazy," but works sixteen hours a day. He lives in a pigskin and tulip-wood apartment atop Chicago's Drake Towers, drives a sleek black and chrome Duesenberg

An Adventure
in CIGAR SMOKING...
MARVIN'S
AMBASSADORS
at a special introductory price

50 CIGARS
1.70

LESS THAN
3 1/2¢
EACH

Parcel Post Prepaid

A real invitation to smokers who appreciate a good cigar. Full-bodied, 5 1/2" cigars—hand made from choicest blend of imported Cuban tobacco.

If you have a "high price" cigar taste, you will like AMBASSADORS... they're the kind of a smoke you can offer to a friend with a boastful "Have a good cigar".

Perforated ends—ready to light up and enjoy

Packed in Airtight Humidors

They're a mellow, pleasure giving cigar whose only low price feature is the price itself... and there is a good reason for that. You see, we sell only by mail, directly from our factory to you—for cash. We save all the usual jobber and retailer profits and we pass them on to you in quality smoking.

AMBASSADORS are sealed in Cellophane tubes, and packed in an Airtight humidor. Every cigar is perfect... try them under our unconditional guarantee: "Every Cigar Must Give You 10¢ Worth of Smoking Pleasure or We Refund Your Money in Full and the Cigars Are Yours Without Charge."

You can't lose at this low price and a protection guarantee that has never failed. Because of the special introductory price we cannot ship more than 50 cigars to a customer. Coupon below must be used.

Reference:

Dun & Bradstreet or any Bank.

Marvin's AMBASSADORS

MARVIN CIGAR CO., INC., Dept. LT3
366-374 Canal Place, New York, N. Y.

Gentlemen:

I certainly would like to try The AMBASSADOR CIGARS at the special introductory price and guarantee. Please send me a humidor of fifty (50). I am enclosing check/money order for \$1.70 (C.O.D. 15 cents extra).

Name.....

Address.....

City..... State.....

Check strength preferred: Mild ☐ Medium ☐ Strong ☐

MARVIN CIGAR CO., INC.
366-374 Canal Place, New York, N. Y.

LEARN to SELL STOP Being a Failure

Secrets of successful salesmen making \$4,000 to \$10,000 a year now available in fascinating salesmen's home training plan. Coming business boom bound to make good salesmen wanted everywhere at top salaries. Don't miss these opportunities. Get into the BIG PAY GROUP of master salesmen through "knowing how." New book, "The Key to Master Salesmanship" sent FREE to men who want to get ahead. Write for it today.

NATIONAL SALESMEN'S TRAINING ASSOCIATION
Dept. 38-R—21 W. ELM ST., CHICAGO

When Your Skin
requires special care
Use
Cuticura
SOAP AND OINTMENT

COMMUNICATIONS TUNED TO ELECTION

Nation's Facilities Will Carry Peak Load in Handling Returns

Executives in America's communications industries had good reason to stay calm last week as the political campaign's fever chart reflected the approaching crisis. Whoever wins, they knew, their companies will be ahead.

From the estimated \$15,000,000 combined Democratic and Republican war-chests, funds had already flowed in quickening tempo into the coffers of radio, telegraph, railroad and advertising concerns. On radio alone since the June conventions, Republican campaigners had spent an estimated \$50,000 weekly, had planned to spend \$100,000 in this, the final week. Democrats had kept pace. Observers figured that campaign radio bills would approximate \$2,000,000.

Deficits—Party deficits gave headaches to Committee Chairmen (Republicans last week estimated outgo would exceed income by \$2,000,000). Business men whose bills helped boost the deficits smiled, however, and looked forward to the campaign blessings still to come.

For Election eve, for instance, five Presidential candidates had reserved radio time for the last word. That last word will cost Democrats, Republicans, Unionists, Socialists and Communists an estimated \$100,000.

With an eye cocked toward Election night, communications men braced themselves for a peak quadrennial job. But, altho it would require back-breaking work and would provide them with their busiest moments since 1932, they knew that night would not increase revenues proportionately.

An hour of postsunset time on combined National Broadcasting and Columbia Broadcasting systems costs \$52,000. Since radio companies will not cancel commercial programs, but will break into them with election returns, radio executives expect no election-night losses. Neither, however, will they realize any Election-night gains.

Action—As the sun sets on Tuesday, an army of 200,000 news gatherers, radio announcers, telegraphers, teletype operators will swing into action and translate months

of preparation into split-second speed to relay election returns to waiting Americans. They will press into service the country's maximum communications facilities: 2,000,000 miles of telephone wire, 500,000 miles of leased news wires, 2,000,000 miles of telegraph lines, facilities of 600 radio stations.

The nation-wide vote-gathering machinery which reaches into every city and hamlet in the nation has for its backbone the three giant news gathering organizations: Associated Press, United Press, International News Service. Serving as liaison between the news gatherers and the radio systems is the Press Radio Bureau, a two-year-old organization which will simplify election coverage this year.

Coverage—Press Radio on Tuesday night will rely on the Associated Press. To permit President Roosevelt, Governor Landon and millions of humbler citizens to receive first flashes at 6:35 P.M., E.S.T., 50,000 reporters mobilized by the Associated Press (preparations began in January) will hurry through early dinners, and will take their posts at county clerk's offices and county political headquarters.

A rural reporter in Kimball County, Nebraska, for example, will plant himself before a telephone in his County Clerk's office, sharpen half a dozen pencils, spread out his tally sheets. As precinct officers report, the newsman will relay results to the Associated Press State headquarters in Omaha. There precinct returns will be bunched, in turn relayed by direct teletype wire to the district administrative office of the A.P. at Denver. (Five other such regional centers will gather returns.)

In regional centers returns will be sifted to determine trends, sent over direct teletype wires to Washington, D. C., nerve-center of the A.P.'s Election night set-up. Through Washington, the Nation's returns will be funneled to Press Radio offices in New York City, thence to metropolitan broadcasting studios. There political analysts will eye political blackboard maps, reflecting latest election developments. Then they will turn over to announcers

opinions on trends with results figured in round numbers.

Studio staffs already have memorized these election facts:

Earliest polls to close will be in rural Georgia; the time, 3 P.M., C.S.T.

By 7 P.M., E.S.T., returns will be available to judge trends in States commanding 147 electoral votes.

By 8 P.M., sufficient returns will be available from Ohio and Pennsylvania to indicate how those crucial States voted.

By 9 P.M., returns are expected from States commanding 367 electoral votes. Then perhaps the verdict will be known.

Victor's Hour—From Hyde Park, New York, or from Topeka, Kansas, the victor then will broadcast to the country.

Like the radio companies, telegraph systems expect little additional profits from Election day and night. Their executives explain that business and industry, for the most part, close down on Election day, reducing usual revenues by 90 per cent.

The heavy Election night load, utilizing practically all of the companies' staffs, barely balances the loss of business revenues during the normal day. Cables overseas double, however, as news services report the election to foreign readers. Congratulations which flood the victorious candidates and party workers also increase telegraph volume for several days thereafter.

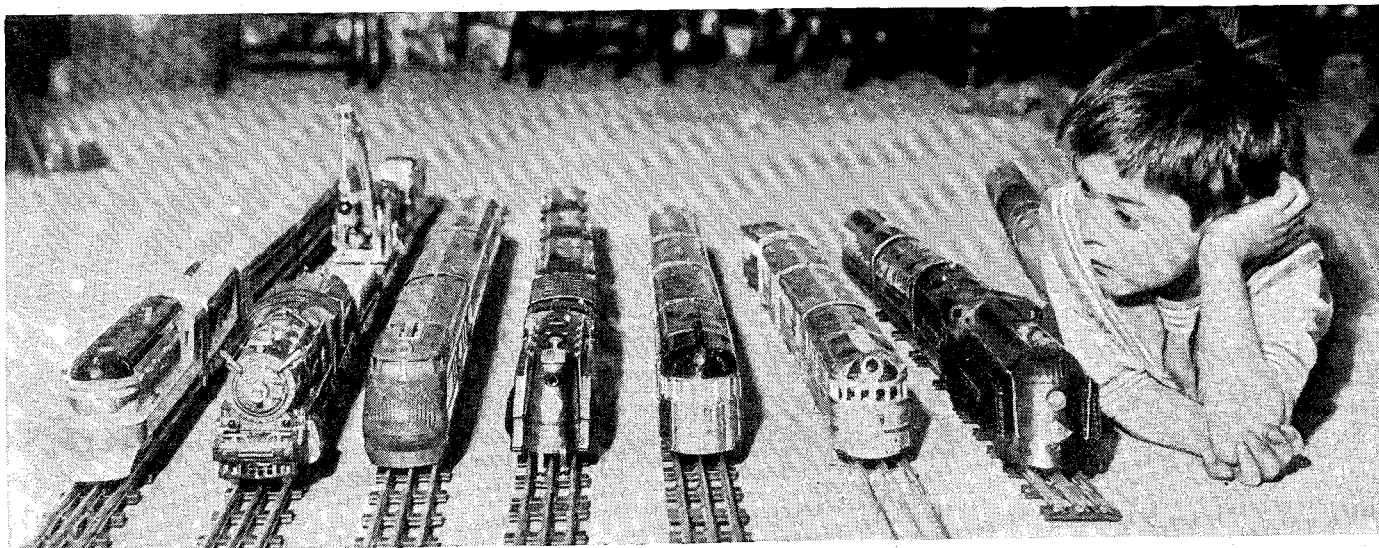
SPLURGING SANTA: Stockings to Bulge With 22 Million Dollars' More Toys Than Last Year

American youngsters, listing their Yuletide wants, should know that parents will pack Christmas stockings with twenty-two million dollars' more gifts this year than last.

To domestic makers of dolls, games, Lilliputian trains and planes, that means retail sales topping \$225,000,000, a smart 15 per cent. rise over 1935.

Alert toy dealers stock Christmas toys as early as spring, place supplementary orders during the fall, then ring up the curtain on their toy showings a good month before Salvation Army *Santas* appear on street corners.

To boost Yuletide retail sales (about 75 per cent. of all toys are bought at



© International

Gulliver gazes on Lilliputian trains and hopes for his share of Santa's twenty-two-million-dollar increase in toys this year

PROTECT YOUR CAR with a PINES WINTERFRONT



NEITHER anti-freeze nor a thermostat can keep your motor *warm*. You have to cover your radiator—if oil is to flow freely . . . if starting is to be instantaneous . . . if your cooling system is to be protected . . . and if your heater is really to heat.

The sensational new PINES Custom Bilt Metal WINTERFRONT protects your radiator scientifically. Made of auto body steel, it actually beautifies your car—looks like original equipment! Makeshift covers are both unsightly and inefficient. Get a genuine Pines Custom Bilt Winterfront now. Takes just a moment to install or take off. Cost? As little as \$4.95—less than the bill for one freeze-up! *Special colors extra* *Patents applied for*

PINES WINTERFRONT COMPANY
1135 N. Cicero Avenue, Chicago

It's Reasonable . .

that, with a new world in the making, there should be clashes of opinion on every development of importance.

It's Practical . .

for intelligent men and women to know *all* sides of these controversies, so they can arrive at sound conclusions and act accordingly. *Only* The Literary Digest renders this comprehensive, unbiased service each week.

The **Literary Digest**

354-360 Fourth Avenue, New York

Send me The Literary Digest for 52 weeks and bill me for \$4 (Foreign—\$5.00; Canada—\$4.00).

Name L.D. 10-31-36

Address

City State

Christmas), manufacturers early this week staged a preview in New York.

They invited no young customers, only newsmen and photographers, to their Toy Center (lower Fifth Avenue home of 200 toy firms).

Like a stage rehearsal, the show boasted its stars, its ambitious newcomers to the cast, its veterans.

Best-Seller—Proudly the Ideal Novelty and Toy Co. displayed the biggest box-office star of them all, its Shirley Temple doll. Morris Michtom, head of the company and pioneer doll-maker, had made a "strike" by winning exclusive rights to its manufacture. The doll has sold itself to 750,000 youngsters since 1934. It accounts for most of Ideal Novelty and Toy's \$2,000,000 annual gross and still outsells all competitors.

Dolls and accessories (doll-houses, carriages, clothes) make up more than a quarter of all toy sales. Manufacturers therefore grow gray in search of doll hits. No less than a four-star smash is the Dy-Dee doll of Fleischaker and Baum (Effanbee). Little girls shout ecstatically as the baby sips "milk" from a bottle (place bottle to doll's mouth, press its tummy to form a vacuum), wets its dy-dees like baby brother.

Oldest formula for success in toy-making, manufacturers know, is to give youngsters playthings that mirror adult activities. Toyland therefore presents a miniature cross-section of the way a country lives.

A German boy, fresh from a toy mart in Berlin, would study the American preview with amazement. He would gape at the miniature stream-lined Zephyr trains, the *Tom-Thumb* layout of freight yards and switches, the electric-eye mechanism which sets cars humming around tracks when you light a match before it.

Non-Military—But he would wonder at the absence of toy cannons, of tanks which spit electric sparks from gun-turrets, of tiny trench-helmets and toy soldiers which dominate German toy fairs. Enjoying great popularity in his country is a French soldier of brittle chocolate; push it and it shatters.

In America, however, only one of every hundred toys reflect military activities. Even the machine-guns perched realistically on youngsters' shoulders are not gangster guns. They're G men guns and protect law and order. Important reason why toy soldiers are scarce: Germany makes the best military toys, once dominated the American market; now dealers shy at handling German toys. This helps American producers to supply 95 per cent. of all toys sold in America.

For the youngster whose parents are up on toys, this Christmas will bring: Pint-sized automobiles with insides which hum like honest-to-goodness motors, doll-carriages with safety-brakes, illuminated railroad passenger-cars, complete air-port sets with commercial air liners to match, electric pencils to do wood-burning from stenciled outlines, landscape-gardening sets, concrete blocks mixed and poured by the young builder himself.

Builder—Most of the credit for developing a demand for toys that put children's hands and brains to work goes to A. C. Gilbert, head of the A. C. Gilbert Co., manufacturer of Erector sets, owner of Meccano.

Stocky and bustling, Gilbert devotes to his \$1,500,000 toy business (he also manufactures electric appliances) the energy he devoted to pole-vaulting at Yale and to winning a vaulting championship at the

To Sons and Daughters

If your parents are dependent upon you and you haven't found a satisfactory solution to the problem, perhaps a John Hancock Annuity is the answer.

For the aged, even a few thousand dollars can provide a surprisingly high yield, which they can be sure of as long as they live.

Where there are several children, individual contributions of members of the family may not be large. Let us send you information.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

JOHN HANCOCK INQUIRY BUREAU
197 Clarendon Street, Boston, Mass.

Please send me your booklet, "Money For All Your Tomorrows."

Name

Street and No.

City State

L. D. 10-36

FREE BARGAIN CATALOG of BOOKS

25,000 books of all publishers listed in our 42nd Annual Bargain Catalog of 320 pages. Old-time favorites—latest "best sellers." Reference, Fiction, Juvenile, History, Scientific, etc. Supplying schools, colleges, libraries and thousands of individual customers. Send Postcard today for our new 1937 catalog, "Bargains in Books."

THE BOOK SUPPLY COMPANY, Dept. 101
564-566 West Monroe St., Chicago, Illinois



SHORT STORY WRITING
Particulars of Dr. Esenwein's famous forty-lesson course in writing and marketing of the Short-Story and sample copy of The Writer's Monthly free. Write today. Address Dept. 74, HOME CORRESPONDENCE SCHOOL, Springfield, Mass.

"Where training pays" LEARN ACCOUNTING at home —at a fraction of the usual cost

MEN who know accounting have big advantage these days. Business must have them; above average pay; direct road to executive positions or own practice. Train yourself now in spare time for attractive new opportunities. Learn by proved method, with identical lecture notes, practice sets, problems and solutions developed at Northwestern University and used in over a hundred colleges. Organized, graded lessons for systematic home study, from elementary to advanced accounting, including costs, audits. Thousands have learned this practical, low-cost way. Splendid for C.P.A. review; a safeguard to your business future.

Send for this FREE BOOKLET

Fill in and mail the coupon below for free booklet "How to Get Ahead through Accounting," with full details of unique advantages offered by this great course and easy terms of payment. Write now.

Mail This Form
THE RONALD PRESS COMPANY
Dept. M17, 15 East 26th St., New York, N. Y.
Send me the free booklet giving full information about use for home study of the Complete Accounting Course developed at Northwestern University.

Name (please print)

Address

City State

London Olympics in 1908. Both in toys and hobbies Gilbert believes in no half-measures. To take up hunting he joined a club in Connecticut, then bought several acres adjoining the club and set up his own camp. When this proved inconvenient he bought another camp nearer home.

Elder statesman of all the toy industry is George S. Parker, of Parker Brothers, Inc. Mr. Parker started inventing games in 1880, is the originator of ping-pong, author of "Pit." In his late sixties, he has pink cheeks, a fluttering goatee, the grand manner of a marquis and an uncanny knack for spotting games that will sell. Charles Darrow, amateur game inventor, came to him last year with an idea. Parker pounced on it, dubbed it Monopoly. Best seller in thirty-five years, the game has since sold several million copies, has helped double demand for adult games of all kinds.

RIDING TO A BOOM: Passengers Back, Bus and Trolley Lines Start Record Equipment Buying

Shiny new motor-buses, trolley-cars, trolley-buses will roll along American city streets and interurban highways through the next five years. Manufacturers of such transit equipment are facing brisk business, perhaps a boom. Indications are that total purchases of their products during 1937-'41 will outstrip those of any similar period in the past, will exceed \$300,000,000 in value, will replace and modernize 70 per cent. of the rolling-stock now in use.

An exhaustive nation-wide survey of the transit situation and prospect made by *Transit Journal* covers 548 cities and shows that buying of new equipment is already well under way. Orders placed in 1936 will total more than in any previous year, and are currently 20 per cent. greater than deliveries. Record-breaking buying of at least 26,000 new transit vehicles is planned for the five years to come.

Reasons: (1) more riding by the public; (2) aging, inefficient cars and buses; (3) favorable financing opportunities following traction company receiverships and downward capital readjustments.

Passenger carrying by transit companies has recently jumped 10 per cent. for the country as a whole (as much as 25 per cent. in some localities), and a further steady increase is clearly in sight. At the same time, five out of every six transit vehicles now in use are more than five years old, three out of every five will have become overage by the end of 1940.

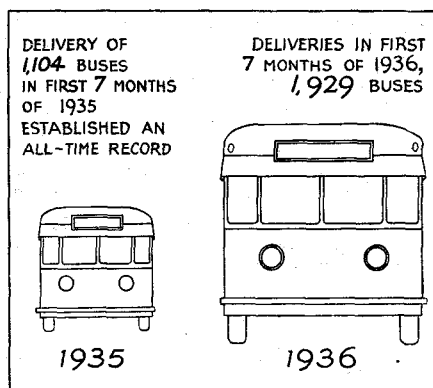
Old equipment, as against new, costs more to operate, and repels riders. Modern equipment is cheaper to buy, has longer life expectancy and invites business.

Of the 26,000 modern vehicles to be bought in the next five years, more than 16,000 will be motor-buses, now the most popular type for both urban and interurban transportation. Cities of more than 500,000 population, however, will buy more new trolley-cars than buses (nearly 5,000 by present plans) because they handle mass-riding at lower cost, because street railway companies want to preserve their investments in existing plants, because many have access to cheap power and need to economize in use of street space.

Trolley-buses will be in least demand, yet now-indicated five-year buying of them will exceed 3,500. Utilization of present power-plants, saving costs of track

renewals, and ability of trolley companies to operate them under existing franchises influence their use in many cities of medium size. For economy in meeting intermediate capacity requirements, *Transit Journal* finds, the trolley-bus has won much favor, is steadily winning more.

Metropolitan Projects—In addition, a substantial volume of buying of new rapid transit cars is in prospect. New York has another subway under construction and a World's Fair to service in 1939. Philadelphia will soon have subway extensions to equip. Buying of from 500 to 1,000 new



Courtesy McGraw-Hill

A new high in urban bus deliveries

cars for these and other systems is the five-year likelihood.

Beyond its promise of sustained activity for manufacturers, such planning for new, more efficient equipment stresses the revival that has come to the long-battered transit industry. With many capitalizations scaled down materially, and earnings generally so improved as to top fixed charges and taxes, most of the country's 500 and more transit corporations are finding their prospects brighter than for a decade past. Altho Government and Federal Reserve Bank loans, car trust certificates and commercial credit companies are aiding them to finance their new equipment replacements, many are also showing ability to do a material part of such financing with their own present and indicated profits.

MARBLES GROW UP: Mibs Champ as Boy, Is King as Man, Pushes New Uses

Schoolmates refused to shoot "mibs" with young Berry Pink. Their "reelers," "bull's eyes" and "bloodies" were as good as goners in a game of "ringo" with him.

Grown-up Berry Pink remembered what he learned at "alley taws" in Passaic, New Jersey, two decades ago, built a marbles business which entitled him to doff his schoolboy title of Mibs Champ and don the adult title of Marbles King.

Last week, Berry Pink's marbles manufacturing corporation, already topping three competitors* promised to sprout like a bean-stalk. In his New York City office, the thirty-six-year-old manufacturer totaled orders, found Berry Pink, Inc., 40,000,000 marbles behind the demand. In his company's plant at Ottawa, Illinois, 280 mibs-makers toiled day and night in four six-hour shifts to turn out 1,000,000 marbles every twenty-four hours.

*The others: Peltier Glass Co., Ottawa, Illinois; the Master Marble Co. and Acro Agate Co., both at Clarksburg, West Virginia.

This burst of activity was not caused by mushrooming demand from young mibs shooters. Responsible instead, was an inspiration of Mr. Pink's.

Last year New York State began to demand that drivers of trucks and certain other vehicles supplement their cars' tail-lights with reflectors. If tail-lights fail, reasoned the State, headlights of an oncoming automobile will gleam in the reflector clamped to the license-plate or rear bumper, thus prevent smash-ups.

Industrial Coup—For Berry Pink, this development was a call to action. Marbles—the red, clear glass kind—make fine reflectors, he reasoned, and hastened to the Federal Stamping and Engineering Corporation of Brooklyn. There he made a contract: he to supply marbles, nine to each reflector; they to supply a metal frame to clamp the marble-reflector to the rear of the car.

On October 1, New York State widened the scope of its law demanding automobile-reflectors, included all motorists under the dictum. The Empire State boasts 2,330,962 vehicles. Other reflectors vie for the market. But even if 50 per cent. of New York's vehicles use Berry Pink's marble-reflectors eventually, he will have to turn out 10,500,000 marbles for the Empire State alone. The Marbles King gets writer's cramp figuring the demand for marbles when and if other States follow New York's lead.

But Mr. Pink has more ideas for mibs, lots more. Already, at Fort Wayne, Indiana, a county highway department is experimenting with highway markers of marbles instead of paint. Into a mile of road near Fort Wayne, the county has sunk a line of crystal clear, colorless marbles. At night motorists' headlights light up the one and one-half inch marbles, make them glisten like diamonds. It is too beautiful, says Mr. Pink. No motorist would want to cross the shimmering line.

Further Ambition—The Marbles King has another idea. Why not letter large outdoor signs with multicolored marbles, play a light on them to make them sparkle? Samples of this type of sign already are in the hands of large outdoor advertisers.

Some day soon, these and other industrial uses (marbles are used for plate-graining in lithography, for sound-effects when rolled on drumheads back-stage) will dwarf the demand for playing-marbles. At present, however, young mibs fans take about \$750,000 of the total \$900,000 annual production for the various forms of "taws," "holey" and "ringo" played throughout the country. The annual turn-out of marbles aggregates a half-billion.

American marbles manufacturing dates back about thirty years. Once it used clay for most playing-marbles ("commons"), but now it uses glass only. Producers melt lime, sand and soda, add chemicals to provide colors. (Cobalt for blue, cadmium and selenium for red.) Machines operating on the same principle as the rolling of a ball of putty between the hands shape the lumpy glass into spheres. Most popular with young mibs fans are red marbles, "bloodies," "bull's eyes," "red taws."

Berry Pink left Princeton University to enlist as an ensign in the Navy during the World War. To him, marbles have become what fine chess-pieces and cameos are to a collector. For that reason, the contents of his jeans don't jingle, they rattle. Never, even when he dons evening clothes, is Mr. Pink without a few mibs in his pockets.

HAPPINESS

LONG
DENIED
HER

because
of—



PSORIASIS

Few women can be glamorously attractive and win their heart's desire if they are disfigured by psoriasis lesions. Siroil removes these crusts and scales of psoriasis and relieves other of its discomforts. It is applied externally, does not stain clothing or bed linen, and is offered on a strict money-back guarantee. Write for interesting booklet on Psoriasis and Siroil. It will be sent you free on request.

SIROIL LABORATORIES, INC. Dept. D-31
1214 Griswold Street—Detroit, Michigan

Please send me your booklet on Psoriasis

NAME _____

ADDRESS _____

CITY _____

STATE _____

LIBRARIANS

Should be sure that these standard books, in good condition, are in their libraries

Funk & Wagnalls New Standard Dictionary, Unabridged. Buckram, Indexed; \$18.00.

What's the Name, Please? by Charles E. Funk. Cloth, \$1.00. Modern Criminal Investigation, by O'Connell and Soderman. \$3.00.

New Standard Bible Dictionary. Cloth, \$7.50. Buckram, \$8.50.

Young's Analytical Concordance to the Bible. Cloth, \$7.50. Hoyt's New Cyclopedia of Practical Quotations. Cloth, \$7.50. Buckram, \$8.50.

All Wholesalers or Direct from

FUNK & WAGNALLS CO., Publishers
354-360 Fourth Avenue, New York

• Ready For Your • "BIG MOMENT"?

You never know when that long-planned-for opportunity to advance—personally, socially, financially—will come to you. But your happiness, income, power, position can rarely be bigger than your preparation.

The sure way to be ahead of your job and to increase your prestige is to express yourself clearly and concisely at all times. Employment managers say that those who excel in self-expression are marked for promotion.

Here's the reason. Expressive English does things for you and to you. It wields power over others. It creates poise and self-confidence in yourself. It gets you personal distinction and influence.

You, too, can hasten your advancement by a mastery of English. It's simply learning *how* to use the right word in the right place at the right time and in the right way. That is what the expressive part of the phrase means—no mumbo-jumbo speech, but clear, crisp, metallic, sparkling bell like tones!

Through a justly famous easy method of spare-time study at home you can quickly learn how to make words get you what you want. You can learn how to weave them into stories that sell; advertisements that convince; letters that win; speech that sparkles.

Get the FREE BOOKLET

"How to Become a Master of English" tells you all about the Kleiser Course in Practical English, which is endorsed by such famous writers as Booth Tarkington, Irvin S. Cobb, Mary Roberts Rinehart. Ask for it on a post card, or write your name in the margin and return this advertisement. No agents will call.

FUNK & WAGNALLS COMPANY
Dept. 1659 New York, N. Y.

Mail

(Continued from page 3)

deserve a letter of commendation for the boat-shaped news clipping passing a Potomac Capitol-in-the-background-river-bank clipping. (THE REV.) WILLIAM J. FRAZER. Whitehall, New York.

Puzzlers

Sir:—Mr. Schaeffer's problem concerning the ages of Mary and Ann... encourages me to present a somewhat curious problem... for which I have no answer.... I trust it may merit the consideration of your readers.... TRACY LYMAN PAINE. Milwaukee.

Your problem, Mr. Paine, will reach no DICEST reader through these columns. Reason: being no mathematician, and not having the physical strength, the editor has no desire to plow his way daily through any such avalanche of solutions as arrived hard upon the printing of Mr. Schaeffer's solution to the problem of the ages of Mary and Ann.

Final note to our myriad of mathematically-minded readers: We printed Mr. Schaeffer's solution because it was very neatly typed, not because it seemed the simplest solution. None of the solutions seemed simple to us.—Editor.

Appendicitis Toll

Sir:—I approve of your article on the campaign to cut the appendicitis toll; it was to the point and properly timed. Here are a few reasons, gathered in my years of experience, why the mortality from appendicitis is so high:

1. Procrastination on the part of family and patient.
2. The misconception that most surgeons operate for a fee rather than for the welfare of the patient.
3. The friendly enemies—neighbors who discourage medical attention on the ground that they have a friend whose case was diagnosed as appendicitis, that the friend recovered without an operation and has not had an attack since.
4. In many cases, the cost of hospital and medical fees.
5. Preference for a fur coat or a new car to a sound body. (DR.) J. L. ASSELIN. Detroit.

Economic Planning

Sir:—Will unemployment vanish so long as labor-saving devices continue to appear? Is anything being done to prevent a repetition of the last depression? These two problems must be faced; and I suggest the following solution:

A constitutional amendment should be passed requiring the President to name a non-partisan commission with power to fix and adjust minimum wages and maximum hours of labor in each main division of industry.

With this plan, labor displaced by machinery might be replaced as working-time was cut down to take up the slack. And labor-saving machinery, instead of profiting the manufacturers alone, would become a blessing to all.

Foreign competition brought about by this reform could be taken care of by the tariff, except in the cases of nations whose living standards are comparable to our own.

Unless we give up our present economic system for Socialism, I can see no better plan. HOWARD W. ANDERSON, Attorney. Grand Rapids, Minnesota.

The King

Sir:—May I congratulate you on your article on the King Edward VIII? You have touched both sides, put forth a well-balanced story in the matter of Mrs. Simpson, and still given the King such friendly treatment that it might have been written by one of his millions of loyal adherents. J. P. G. Morrisburg, Ontario.

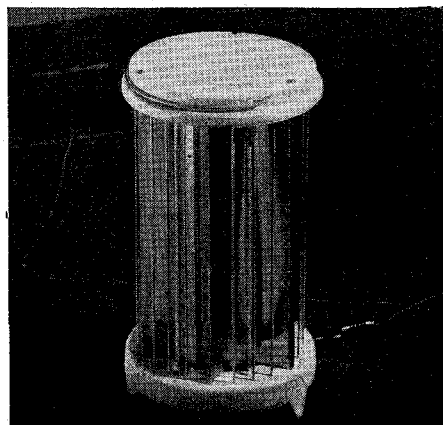
Sir:—Puzzled as to how it can have come about, you suggest (page 12, October 10) that King Edward's naval nickname of "Sardine" possibly arose from his diminutive size. Schoolboy wit is a little more subtle than that; the name was bestowed on him when he entered the Royal Naval College of Dartmouth because he was a Prince of Wales (Whales), and in naval circles it has stuck ever since. CHARLES M. HALE. Toronto, Canada.

Sir:—Your article on the King of England was in poor taste. If England wouldn't publish the story, America might respect her sense of decency.

Why not emphasize the noble rather than the sordid in life? AN OLD SUBSCRIBER. Montclair, New Jersey.

Sir:—I wish to congratulate you on the creditable handling of the article on the English King and Mrs. Simpson. It is refreshing to know that there still are a few periodicals with sufficient cultural pride to disregard scandal-mongers. (MRS.) CAROLINE R. STEIN. Brookline, Massachusetts.

FREE TRIAL SENSATIONAL NEW ROOM HEATER



Creates constant circulation of healthful air.
Small, compact, operates on
DC or AC Current

There never has been a room heater like the Multiglo. Forget all of your ideas about beam heaters—with their blasts of heat in a single direction. Forget about every kind of old-fashioned heater, now that the Multiglo is here.

This remarkable product weighs but 5½ pounds—can be carried anywhere. It contains six separate heating elements with a convex chromium reflector behind each.

Heat is thrown out in all directions—causing perfect diffusion and circulation of warm, healthful air—penetrating every corner of a room, no matter how large the room may be. Ideal for nurseries, baths, spare rooms, etc.

And the Multiglo is safe. Mercury switch automatically shuts off the current if the heater is upset. Porcelain insulation prevents shock. No motors or fans to cause trouble. Heating elements are protected with heavy guard bars to insure added safety.

FREE TRIAL

You never can know how wonderful is this Multiglo unless you try it out yourself, in your own home, store or office. And it will not cost you one penny to make this test. Send the coupon below for full information about how you can try a Multiglo at our expense. Clip the coupon now. Mail it today.

C. T. ELECTRIC CO.

542 X Wayne St., Jackson, Michigan

Tell me without obligation how I may make a FREE test of the Multiglo heater.

Name

Address

Multiglo
ELECTRIC ROOM HEATER

SHE STRIVES TO CONQUER

Business Behavior, Opportunities and Job Requirements
for Women

By Frances Maule

Counsel and information a good personnel director would like to give to any girl entering the firm's employ—if only the director had the time to do it.

Grace Hayward

Placement Director, Katharine Gibbs School:

"Any young woman who practices the suggestions covered in Miss Maule's book will have an enormous advantage over her competitors in getting and holding a position."

Inez Haynes Irwin:

"It is not only an interesting map of what should be the business girl's equipment, but it is a thrilling cross-section of the business girl's life."

A. Louise Beiderhase

Director of Secretarial Department, Ballard School, Y.W.C.A.:

"It has given me great satisfaction to find a book which stresses the personality qualifications for business, which I know from long experience in training young women, are as essential to success as technical proficiency."

Price, \$2.00; \$2.14, by mail.

FUNK & WAGNALLS COMPANY, Publishers
354-360 Fourth Avenue, New York, N. Y.

**This is Real Money**

"Today I received a check for \$20.00 for a story. Another I sold for \$34.00. Not bad for a beginner, is it? The other day I counted up just how much I have won on advertisement contests. It amounted to \$1,620.00."

Mrs. L. L. Gray,
579 E. McHarg Ave.,
Stamford, Texas

How do you KNOW you can't WRITE?

Have you ever tried?

Have you ever attempted even the least bit of training, under competent guidance?

Or have you been sitting back, as it is so easy to do, waiting for the day to come some time when you will awaken all of a sudden to the discovery, "I am a writer"?

If the latter course is the one of your choosing, you probably *never will write*. Lawyers must be law clerks. Doctors must be internes. Engineers must be draftsmen. We all know that, in our times, the egg does come before the chicken.

It is seldom that anyone becomes a writer until he (or she) has been writing for some time. That is why so many authors and writers spring up out of the newspaper business. The day-to-day necessity of writing—of gathering material about which to write—develops their talent, their insight, their background and their confidence as nothing else could.

That is why the Newspaper Institute of America bases its writing instruction on journalism—continuous writing—the training that has produced so many successful authors.

Learn to write by writing

NEWSPAPER Institute training is based on the New York Copy-desk Method. It starts and keeps you writing in your own home, on your own time. Week by week you receive actual assignments just as if you were right at work on a great metropolitan daily. Your writing is *individually* corrected and constructively criticized. Under this practical, seasoned guidance, you will find that (instead of vainly trying to copy some one else's writing tricks) you are rapidly developing your own distinctive, self-flavored style—undergoing an experience that has a thrill to it and which at the same time develops in you the power to make your feelings articulate.

Many people who *should* be writing become awestruck by fabulous stories about millionaire authors, and therefore give little thought to the \$25, \$50 and \$100 or more that can often be earned for material that takes little time to write—stories, articles on business, fads, travels, sports, recipes, etc.—things that can easily be turned out in leisure hours, and often on the impulse of the moment.

A chance to test yourself

We have prepared a unique Writing Aptitude Test. This tells you whether you possess the fundamental qualities necessary to successful writing—acute observation, dramatic instinct, creative imagination, etc. You'll enjoy taking this test. The coupon will bring it, without obligation, Newspaper Institute of America, One Park Ave., New York.

Free Newspaper Institute of America
One Park Ave., New York, N. Y.

Send me, without cost or obligation, your Writing Aptitude Test and further information about writing for profit, as promised in Literary Digest, October 31.

Miss _____
Mrs. _____
Mr. _____
Address _____

(All correspondence confidential. No salesman will call on you.) 20J366

Why don't you write?

The Spice of Life

(TITLE REGISTERED IN U. S. PATENT OFFICE)

Try It.—DUMB—"Are you yawning?"
DORA—"No, I'm giving a silent Indian war-whoop."—*Aggievator*.

Horn.—REPAIR-MAN—"Shall I install a loud or soft horn, sir?"

O'LEARY—"Just one with a dirty sneer."
—*Y.M.C.A. Brooklyn Central*.

Whiskers.—ERNIE—"My uncle can play the piano by ear."

GURNEY—"That's nothing. My uncle fiddles with his whiskers."—*Columbia Jester*.

No Difference.—TEACHER—"If you subtract fourteen from a hundred sixteen, what's the difference?"

TOMMY—"Yeh, I think it's a lot of foolishness, too."—*Wall St Journal*.

Pants Pressed?—"Have you ever appeared as a witness before?"

"Yes, your honor."

"In what suit?"

"My blue serge."—*15th Inf. Sentinel*.

Poker.—"My husband won a thousand dollars at poker the other night and he split with me."

"He gave you half?"

"No, he took his thousand and left!"—*Graphic*.

Diary.—"December 26—Snowin'. Can't go huntin'."

"December 27—Still snowin'. Can't go huntin'."

"December 28—Still snowin'. Shot Grandma."—*Columbia Jester*.

When We're Careless.—The pastor was examining one of the younger classes, and asked the question. "What are the sins of omission?" After a little silence one young lady offered:

"Please, sir, they're sins we ought to have committed, and haven't."—*Grit*.

His Rest Disturbed.—**SERGEANT**—"You're late to go on guard. Wot's the idea?"

PRIVATE—"I overslept and . . ."

SERGEANT—"In all that bombardment?"

PRIVATE—"I'd be sleeping yet if some guy hadn't been writing a letter with a scratchy pen!"—*Foreign Service*.

So Much for Him.—A distinguished visitor to a lunatic asylum went to the telephone and found difficulty in getting his connection. Exasperated, he shouted to the operator:

"Look here, girl, do you know who I am?"

"No," came back the calm reply, "but I know *where* you are!"—*Montreal Star*.

Glad to Get Back.—A grandfather visited a household in which he had a little grandson who had spent part of the summer at a boys' camp. The lad talked so enthusiastically about the camp that his grandfather offered a slight reminder. "After all, tho," he remarked, "you were rather glad to get home, weren't you?"

"Well," replied the lad thoughtfully, "not 'specially." Then after a bit he added: "Some of the fellows were—those that had dogs."—*Christian Science Monitor*.

Children.—Dickie, aged five, was having great difficulty in learning to skate. Again and again his feet went out from under and he fell, only to pick himself up and try again. Finally a little girl who was watching said, "Oh, Dickie! I can skate better than you can." "That's all right," said the boy, philosophically, "I'll bet you mind falling more than I do, too."—*Parents Magazine*.

Slips That Pass in Type

In other words, Governor Landon is violating the civil service law in his own state openly and fragrantly.—*Denver (Colo.) paper*.

Political perfumery?

WOMAN WHO CALLED KNOX

"LIAR" LEAVES HOSPITAL
—*Baltimore paper*.

Hard-hitting candidate.

Frank Knox, Republican Vice-Presidential candidate, preceded Mr. Roosevelt on the airways with gastrifications of the Administration.—*Berkeley (Calif.) paper*.

Burping at the New Deal?

Mr. Franklin D. Roosevelt, in flowered blue chiffon and a big hat, greeted many of the guests at the door.—*Grand Junction (Colo.) paper*.

Paris influence.

Both of our Presidential candidates—Mrs. Roosevelt and Mr. Landon—recognize Communism as a menace to this nation.—*Washington (D. C.) paper*.

Oh, come now.

President Roosevelt left Des Moines at midnight for Hannibal to dedicate a bride across the drought-shrunken Mississippi River today.—*Prescott (Ariz.) paper*.

Undoubtedly well-groomed for the occasion.

Landon said of the Polish Revolutionary hero, "He believed in freedom and open opportunity and found the American cause expressive of his own yearlings."—*Springfield (Ill.) paper*.

A bum steer?

Then Landon came forward dressed in a white suit, as the multitude shouted its welcome. (((of cmfwyp cmfwyp cmfwyp.—*Phoenix (Ariz.) paper*.

The roar of the crowd.

Gov. Alf M. Landon tonight urged a national gathering of young Republicans to lead youthful America in a battle against dictatorial "management of our daily lices."—*Chicago paper*.

Against Government control of cooties, heh?

GAME SEEN BY PRESIDENT
CHEERS 2 TEAMS WITH IMPARTIALITY
ASSURES DOCTORS U. S. INTENDS
NO ACTION TO INJURE THEM
—*Richmond (Va.) paper*.

Comforting to the teams, but hardly fair to the doctors.

At Last! ..the 6 GREATEST NOVELS of ANATOLE FRANCE



COMPLETE IN ONE VOLUME OF 1200 PAGES—BIG \$5.00 VALUE

NEVER before has so much sheer reading joy been bound into one book! Never has the Literary Guild presented such a really extraordinary gift-volume to new members! If you have already sampled Anatole France's brilliant wit and daringly ribald humor you know what gorgeous entertainment awaits you in his six greatest, most enduring novels. And if France is still only a famous name to you, this free volume holds in store an undreamed of pleasure!—rollicking, boisterous adventures, love stories thrilling with unashamed passion, masterly satire upon human follies! Enroll now in the Literary Guild—while you can get Anatole France's supreme literary achievements in one volume—without a penny of cost!

All six novels have been put into ONE beautiful volume, with FRANK C. PAPE'S famous drawings and decorations which illustrated the former edition for which thousands paid \$2.50 PER VOLUME—\$15.00 in all. An extraordinary value at \$5, this Edition Fleur-de-Lis, made exclusively for the Guild, will be sent you absolutely FREE of cost if you accept Guild membership now.

Yours
free
if you join the
Literary Guild
NOW!

Nobel Prize Winner

To read all his greatest works is to be not only richly entertained, but to become truly cultured as well.

GUILD MEMBERSHIP IS FREE

THE Guild provides the most complete, economical and convenient book service in the country. It selects for your choice each month two outstanding new books before publication—the best new fiction and the best new non-fiction. You may take either one or both or no book at all in any particular month, if you so desire. "Wings"—a sparkling, illustrated little journal—is sent free each month to members of the Guild. In this magazine, descriptions are given of the Guild current book selections and recommendations. It is a guide to the best reading and is invaluable to anyone who wants to keep up to date on the new books. "Wings" contains a complete review of the forthcoming selections made by the Editors, and a description of the authors, as well as several illustrations pertinent to the books. The magazine is sent to members one month in advance so they may decide beforehand whether or not one or both of the selected books will be to their liking.

If you want one of the Guild selections for the month, you pay only \$2.00 for it (plus a few cents carrying charges) regardless of the retail price. Or you may have both for \$4.00. (The regular prices of Guild selections range from \$2.50 to \$5.00.) If you do not want either of the Guild selections then you may take your choice from forty other outstanding books recommended each month by the Guild, or the Guild will deliver postage prepaid, any other book in print you wish at the publisher's price. However, if you do not want any book that month, you are not obligated to take any. You may buy as few as four books within a year to enjoy all advantages of membership.

NOW . . TWO SELECTIONS EACH MONTH to Choose From

Here is a new Guild service that will double the benefits booklovers of America enjoy through the Guild.

The Guild now offers members their choice of two selections each month—the best new fiction and the best new non-fiction.

Each of the two monthly selections is of uniformly high quality but represents a different type of reading so members can choose the book that has the greater interest to them. The value of each Guild selection ranges from \$2.50 to \$5.00, but because the Guild can offer a contract to the publisher for a large quantity, the Guild price is never more than \$2.00.

6 Great Volumes in One



In this romance you watch the very heart-beats of Therese. She learns the depths and heights of passionate love.



Anatole France shows you the human side of the French revolution.



What happens to Paphnutis the monk and Thais the courtesan—alone in the desert—one of the greatest love stories of all time.



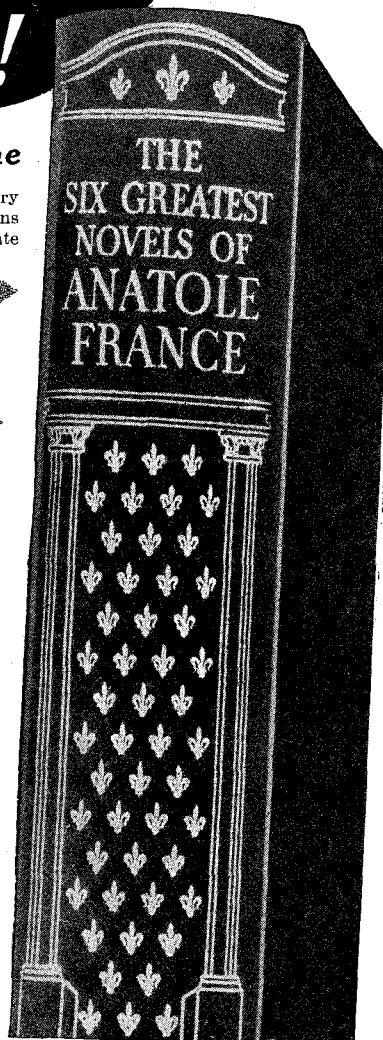
Penguins changed into men! One of the most entertaining satires of modern times.



Hilarious tale of the angels who descended to visit men—and women!



The sparkling tale of the old scholar and his lovely female ward.



YOU SAVE UP TO 50%

Remember, Guild savings are not merely fractional savings. When you can get a \$3.00, \$4.00, or \$5.00 book for only \$2.00, your book bills are cut in half, and you can afford to buy more books this way than under any other plan.

Free "Bonus Books" Twice a Year

This popular new BONUS plan gives thousands of Guild members an additional NEW book every six months ABSOLUTELY FREE. Full details of this special plan will be sent to you upon enrollment.

SUBSCRIBE NOW • SEND NO MONEY

Remember: You buy only the books you want, and you may accept as few as four books a year. The Guild service starts as soon as you send the coupon. Our present special offer gives you Anatole France's Greatest Novels absolutely free. This book will come to you at once together with full information about the Guild Service and special savings.

MAIL THIS COUPON

FREE: Anatole France's Novels

The Literary Guild of America, Dept. 11 LD
244 Madison Avenue, New York.

Enroll me without charge as a member of the Literary Guild of America. I am to receive free each month the Guild Magazine "WINGS" and all other membership privileges. It is understood that I will purchase a minimum of four books through the Literary Guild within a year—either Guild Selections or any other books of my choice—and you guarantee to protect me against any increase in price of Guild selections during this time. In consideration of this agreement you will send me at once, FREE, a copy of Anatole France's Six Greatest Novels, complete in One Volume.

Name

Address

City State

Occupation

Canadian Subscribers write direct to the Literary Guild in Canada, 388 Yonge St., Toronto, Canada.